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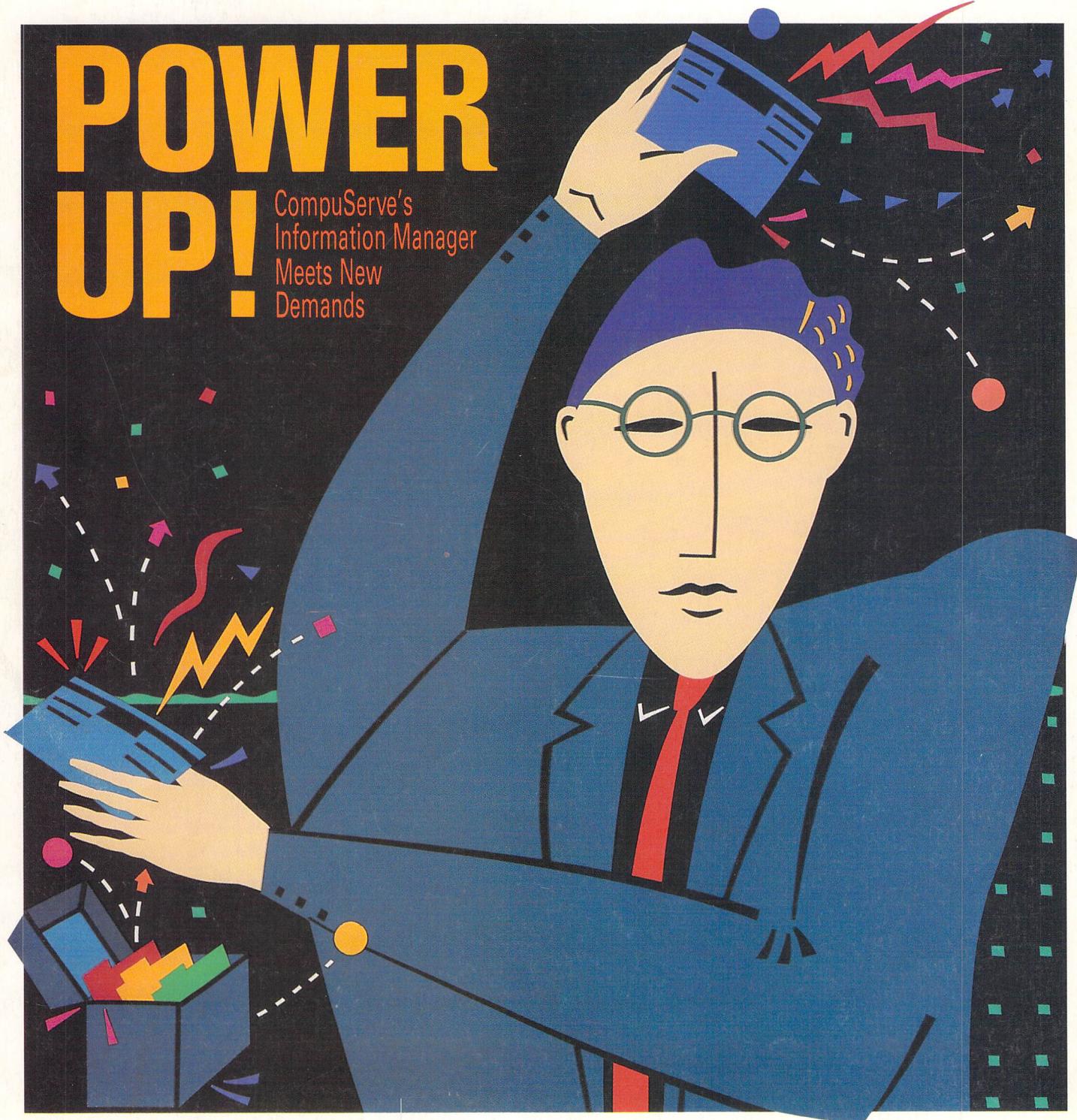
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# COMPUERVE

MAGAZINE

# POWER UP!

CompuServe's  
Information Manager  
Meets New  
Demands



"It's a dynamite little modem. Now there is no excuse not to go to 2400 bps." *PC Magazine* 6/28/88

"Real bargains ... operated at least as well as higher priced competitors, and throughput ... proved identical."

*CompuServe Magazine* 1/90

# "DYNAMITE LITTLE MODEM."

JOHN C. DVORAK  
*PC MAGAZINE*

"Get one!"

*MacInTalk* 6/89

6/28/88

"...it performed as well as a much more expensive modem." *AmigaWorld* 10/89

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"I can highly recommend the Supra 2400 modem as providing excellent value for the price." *ST Informer* 2/88

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"The SupraModem 2400 remains the best buy among the low-cost modems examined here." *inCider*,  
*The Apple II Magazine* 1/89

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# Dear Reader

# COMPUERVE

MAGAZINE

CompuServe® Magazine™, December 1990

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One year has already passed since we first introduced you to the CompuServe Information Manager on these pages. A year is a long time in the ethereal world of software, and there have been a considerable number of updates and improvements to CIM that have arrived—or will soon appear—at the behest of you, the user.

For the uninitiated, CIM is CompuServe's new interface to the Information Service that makes use of a windows-like environment, offline functions such as message editing, error-free data transmission, split-screen functions and forum message maps, to name a few key features.

This month's cover feature beginning on page 12 brings you up to date on CIM, both on the program itself and in the way it runs on CompuServe's host computers. You'll learn about the enhancements upcoming in MS-DOS version 1.3 and Mac version 1.5, as well as getting a sneak preview of version 2.

If you haven't considered CIM, why not read up on it now and give it a try? You can use it straight up or in combination with any of your favorite front-end programs such as TAPCIS, AutoSig and Navigator. Either way, you squeeze more from your connect dollar and pocket a \$15 usage credit just for giving it a whirl (ordering details on page 17).

Especially notable are improvements to CompuServe's travel services interface with TravelManager, a program that makes short work of labyrinthian airline schedules and permits individual tailoring of an entire trip. Also: learn more about the advent of 9600 baud and exciting new Executive News Service upgrades due out this spring.

Finally, you'll meet some members of the host development team (page 14) who worked dutifully on the "CompuServe end" to take full advantage of CIM's features and make it run more transparently and efficiently on the business end—your desktop.

\* \* \*

With Internal Revenue Service forms thumping on our doorsteps next month, most of us take an unavoidable inventory of the pinnacles and pratfalls of our fiscal year. We asked some members of CompuServe's Investors' Forum to do the same, focusing on their year in the stock market (see page 24).

And what a year it was! Despite wrenching highs and lows, most INVFORUM members did well by careful observation, by acting on information and tips they got online (or offline) and by sticking with gut-level instincts. All of them learned from their experiences—good or bad—and are sharing them with you to use in 1991.

You also might be able to use some of this "insider" knowledge to do well in the Investors' Forum annual Portfolio Investment Contest, which begins next month. Details are on page 26; entry deadline is January 11.

Douglas G. Branstetter  
Editor

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## HAM Origin

Not being familiar with your magazine, I was curious when I discovered a copy of your October 1990 issue in the waiting area of my office. Flipping through the pages, I noticed an article about amateur radio ("Calling America—or Sweden, or Russia," p. 41). As a licensed amateur radio operator, I was stunned by the statements: "Nobody is sure how amateur radio operators got to be called 'hams,'" and "The term wasn't intended as a compliment."

Here is the source of the term "ham," in relation to amateur radio operators:

In the early 1900s a magazine called *Home Amateur Mechanic* provided articles on do-it-yourself projects. In one such issue, a new-fangled device called a "radio" was described. It could be built at home and allowed you to talk to other radio owners, many miles away. Thus the home-built radio was referred to as the "Home Amateur Mechanic Radio," HAM for short. In turn, the people who built, and used, these radios were referred to as HAM radio operators.

I hope this clears up the confusion on the part of the author.

Dennis Burgoyne, ARS KE8EY  
Westerville, Ohio



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## Singapore Shopping

In the Singapore travel article (October 1990, p.26), "Visitor Checklist" lists Centerpoint as the largest indoor center in the city. Centerpoint is a nice place to shop, but it is not the largest indoor, multilevel center in the city. Perhaps the author was referring to Raffle's City, which is a shopping mall within the grounds of the nearby Westin Stamford and Westin Plaza. Another big mall is the Marina Square near the Oriental Hotel.

I'd be glad to help members who are interested in visiting Singapore with information about the country.

Hai Ng  
Singapore

## FoxPro Review

I agree with your review on FoxPro versus Ashton-Tate products (October 1990, p. 47). Our company finally set a requirement for a dBase compatible database structure. I evaluated all the popular compatibles and found FoxPro not only far superior in speed but also very easy to adapt to.

We develop high-end application DBMS systems, and DataFlex is our language of choice. But DataFlex is truly a developer's

environment and not meant for the off-the-shelf end user. FoxPro has the sophistication to satisfy an experienced developer yet maintain a low-learning curve for the beginning DBMS programmer/end user.

Keith Pettersen  
DBMS/4GL Consultant  
Tulsa, Okla.

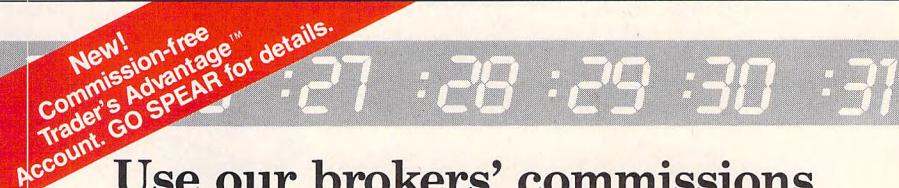
## Send a Letter

OLT-30 **Letters to the Editor** main menu.  
Lists all departments.

OLT-31 **Send a letter instructions.** Complete instructions on how to send a letter to the editor via the electronic service.

OLT-32 **Read letters** from other OLT readers.

OLT-33 **Send a letter** to the editor. You will receive prompts for each step in the process. Important Note: We cannot answer questions regarding the CompuServe Information Service through this service. If you have questions or problems, please use the Feedback service (GO FEEDBACK).



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# MONITOR

## Here's a Surprise: You Can Make Money Just 'Giving It Away'

**S**hareware programs are powerful software products that can hold their own against the big name retail versions. The big difference, though, is the way they are marketed.

Shareware authors allow users to try out the product for 30 days or so and then trust them to pay for it. The price is right, too. Instead of shelling out up to \$500 for a program, users pay an average of \$20 to \$30.

As crazy as the concept sounds, it works. Rob Rosenberger, author of the newly revised *Shareware: Try Before You Buy Software* (Paradise Publishing, 1990), credits this to excellent products. After all, they have to be good if they are going to compete with the big

boys. And many of them do quite well. For instance, Button-



Success stories: Rosenberger

Ware Inc., which is represented in the PC Vendor A Forum (GO PCVENA), has been on the *Soft-Letter 100* list since 1987. At least five shareware companies report \$1 million or more in sales each year. "Success stories abound in the shareware industry if you have a good product," insists Rosenberger.

"Shareware started out with two humble programmers—Andrew Fluegelman and Jim Button—and has become a major driving force in the software industry," he adds, predicting that shareware may well take the lead in OS/2 applications,

which will have a negative impact on the retail industry.

"Retail companies are developing OS/2 versions of their programs, but shareware authors can move with lightning speed," explains Rosenberger.

More than 70 CompuServe forums offer excellent shareware programs that users can download and test drive before paying a penny. Type FIND SHAREWARE for a complete list of participating forums.

For more information, contact Rob Rosenberger via CompuServe Mail at User ID 70007,4004. To get the book, contact Paradise Publishing, 3111 S. Valley View Blvd., Suite B015, Las Vegas, NV 89102-8317.

## Tuning It In, Yah

**F**or thousands of shortwave hobbyists, Tuesday evenings mean tuning in to "Sweden Calling DXers," the world's longest continuously running radio program for those who monitor international broadcasts. Since 1948, Radio Sweden has presented this round-up of news, features and interviews not only on topics of interest to shortwave listeners but on other aspects of international radio and TV communications as well.

Now, Radio Sweden's George Wood has taken this popular program and electronically made it available in Library 3, "Shortwave Listening," of the HamNet (GO HAMNET) Forum. Those who download the weekly newsletter, quickly retrieved by browsing the library with the search string "SCDX\*," will find issues jam-packed with hot tips, schedule changes, and other timely information not likely to be had anywhere else.

The success of the publication is due, in large part, to the contributions of its readers. Says Wood: "These should be news about electronic media—from shortwave to satellites—and not loggings of information already available from sources such as the 'World Radio TV Handbook'."

Indicative of the hobby's sharing nature, Wood encourages clubs and other DX publications to reprint and pass on material as long as acknowledgment to SCDX and the original contributor are given. The one exception, notes Wood, is "BBC Monitoring Times," which explicitly copyrights and restricts distribution of its contents.

Electronic media news should be sent to Wood via the forum or CompuServe Mail addressed to his User ID 70247,3516.

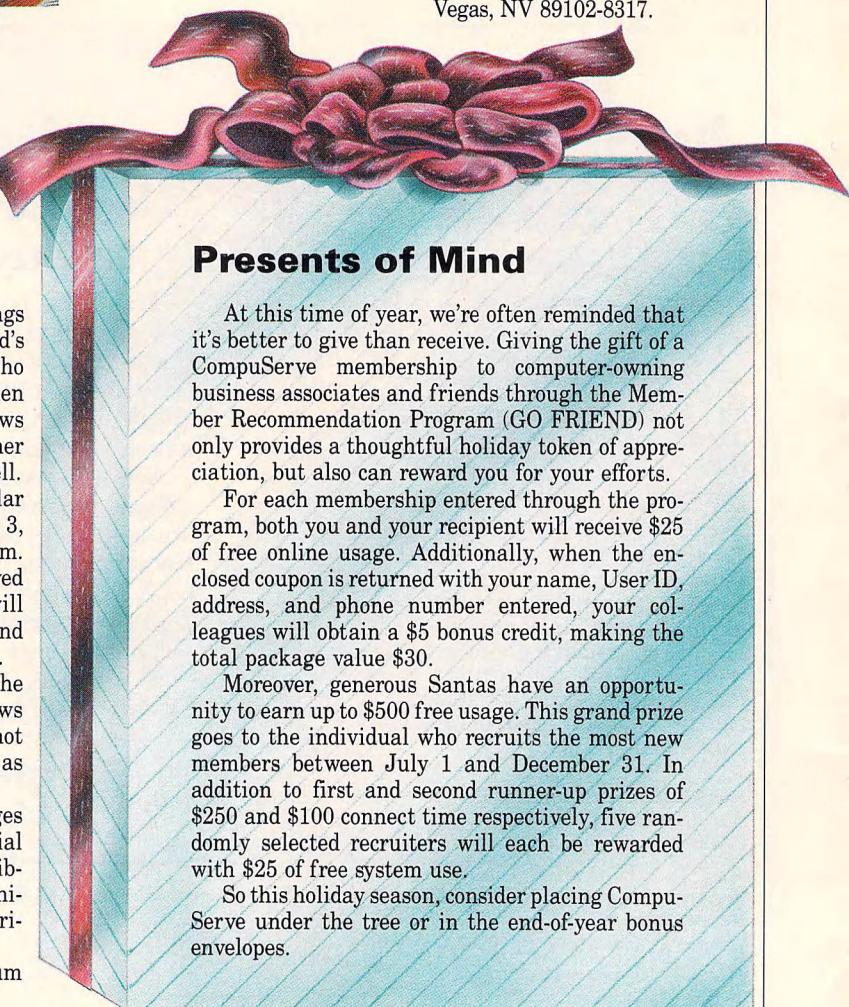
## Presents of Mind

At this time of year, we're often reminded that it's better to give than receive. Giving the gift of a CompuServe membership to computer-owning business associates and friends through the Member Recommendation Program (GO FRIEND) not only provides a thoughtful holiday token of appreciation, but also can reward you for your efforts.

For each membership entered through the program, both you and your recipient will receive \$25 of free online usage. Additionally, when the enclosed coupon is returned with your name, User ID, address, and phone number entered, your colleagues will obtain a \$5 bonus credit, making the total package value \$30.

Moreover, generous Santas have an opportunity to earn up to \$500 free usage. This grand prize goes to the individual who recruits the most new members between July 1 and December 31. In addition to first and second runner-up prizes of \$250 and \$100 connect time respectively, five randomly selected recruiters will each be rewarded with \$25 of free system use.

So this holiday season, consider placing CompuServe under the tree or in the end-of-year bonus envelopes.



## InfoWorld Stamps Out a Standard

We knew it was inevitable that somebody would create the computer industry's equivalent of the Good Housekeeping Seal of Approval.

To carry the "Buyers Assurance Seal," according to *InfoWorld* president and publisher Jonathan Sacks, "Personal computer products (both IBM- and Macintosh-based) will need to pass a rigorous set of evaluations conducted by the *InfoWorld* Test Center laboratory."

Among requirements is that vendors offer customers 60-day repair-or-replace guarantees. Thus, products from such major companies as IBM, Apple, and Compaq currently fail to qualify.

The Test Center has reviewed approximately 1,000 products this year. In order to wear the seal, products must receive a "satisfactory" or higher rating in each of a variety of categories. Specific items evaluated are based on surveys of corporate buyers and input from *InfoWorld*'s reviewers and editors.

Sacks says: "This seal was not designed to meet the needs of product vendors. It was created to support personal computer buyers all the way. We're stepping up to the plate to make sure buyers are protected and manufacturers deliver quality products backed with service and guarantees."

## Still an Aerobic Debate

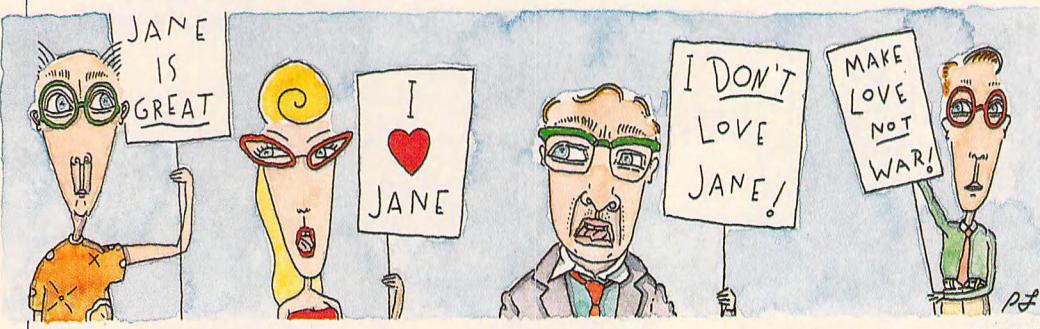
Some of us are old enough to remember when the name Jane Fonda wasn't synonymous with thinner thighs and tighter tummies, and winning the hearts and minds of the people was more important than the rest of their anatomy, anyway. Whether you loved her or hated her in the Sixties, you'll want to check out Section 11, aka the "Jane Fonda Fan Club," in the Military Veterans' Forum (GO VETFORUM).

According to Sysop Jim

Horn, the section was designed as a containment strategy, to keep controversies about Fonda from raging all over the forum. Recent threads have described her as both "a traitor and a disgrace" and also as "a savior and a saint" who saved lives by helping to end the Vietnam War. Since the two sides will probably never see eye-to-eye, regardless of the presence of flowers in the barrels of their M-16s, Horn says he "created an area that people can select

or not, depending on taste. The same applies for the ASSAULT WEAPONS area."

For everything you always wanted to know about Fonda but were too busy going for the burn to ask, check out Vet Forum's Library 3, "Vietnam Veterans." Use CompuServe's BROWSE command to call up all the files involving Fonda, from the texts of her "Hanoi Jane" radio broadcasts to newspaper articles about her activities to impassioned threads both defending and trashing her politics.



PAUL FISCH

## Supply, Demand, and Road Pizza

Economics may seem to be a dismal science, but it's really as easy as skinning a cat. At least that was the gist of a recent thread on the Investors' Forum.

It began with a suggestion that, to truly understand the inner workings of the stock market, members find two cats, "one dead (for at least a day, *rigor mortis* essential) and one living (to avoid trouble-

some calls from animal rights groups, I suggest you get a terminally ill one whose owner brought it in to be put down)." Drop the cat from a 12-story window, and notice that while the cat may well survive when it lands on its feet, it definitely won't bounce. The dead one will. So, the message poster suggested, will certain stocks—if you can figure out which ones are *really* dead, and not just

playing possum.

To read the text of the hilarious thread that followed—in which traders drag in an entire metaphorical zoo of living and deceased possums, coyotes, dogs, finches, sparrows and armadillos in order to further refine the theory—check out the file "DCB.THD" (for "Dead Cat Bounce") in Library 15, "The Novice Investor" (GO INVFORUM. And don't tell PETFORUM.)

## Hearing Aids That Really Aid

Anyone who has even casually worked with a cassette or tape recorder and then later listened to the results is most likely initially shocked by the difference between the original and subsequent recording. This noticeable change is due to the microphone interpreting sounds differently from the human ear.

Hearing aid wearers continually deal with this directional and perceptual problem as the aid tends to overemphasize the lower audio frequencies. These bass frequencies often include loud crowd and traffic background noise, which tends to mask quieter conversational speech at higher audio frequencies.

Following four years of development and two years of clinical testing, a solution is at hand in the Manhattan II circuit. This state-of-the-art automatic signal processor, capable of being installed on many new and some existing aids, is designed to furnish wearers better listening quality. The circuit continuously samples sound levels and automatically reduces amplification of low frequencies by up to 40 decibels in noisy environments. In quieter situations where the complete audio range is desirable for richer sound, the circuit can reduce its threshold or disable itself. To confer with other hearing aid wearers and obtain their reactions to this breakthrough, stop by Section 3, "Hearing Impairments," of the Disabilities Forum (GO DISABILITIES).

MONITOR

## Monitor

Contributors:  
Cathryn Conroy, Mike Pietruk, Lindsay Van Gelder.

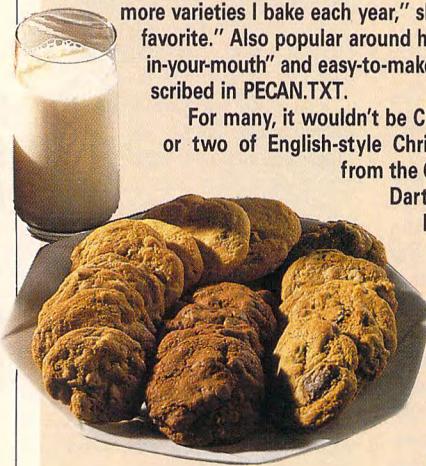
## Calling Up Confections

Part of the magic of Christmas is the tantalizing aroma of holiday cookies, pies and other treats baking in the oven. This year, surprise your family and friends by preparing some of the seasonal favorites found in Library 5, "Desserts and Sweets," of the Cook's Online (GO COOKS) Forum.

Bill Rogers, for instance, offers his Middle Tennessee grandmother's recipe for a classic southern pecan pie. Commenting on the recipe found in the file SOUTHE.TXT, Rogers modestly boasts that "your guests will moan and groan with pleasure as they eat each slice." He warns, however, that "both Granny and I will haunt you if you even think of putting Cool Whip atop it." (This heavenly delight deserves no less than real whipped cream!)

Linda Fuchs shares two of her favorites that have been in her family for four generations. The first of these, ANISE.TXT, is an old German recipe for cookies with a mild Anise flavor. "Of the dozen or more varieties I bake each year," she says, "this is everyone's favorite." Also popular around her household are the "melt-in-your-mouth" and easy-to-make German pecan fingers described in PECAN.TXT.

For many, it wouldn't be Christmas without a serving or two of English-style Christmas pudding. Originally from the Carved Angel Restaurant of Dartmouth, Devon, England, PUDDIN is a treat to be served, says the file, "with creme fraiche, hard sauce or brandy-flavored creme anglaise. If desired, the pudding can be left in its mold and kept for up to six weeks in a cool, dark place, and reheated in a steaming pot before serving."



## Zap Screen Stress

Some 40 million Americans regularly use video display terminals, and more than half have trouble focusing on distant objects after staring at the computer screen for a long time. Or, they may suffer from eye strain, headaches or intermittent blurred images. The problem? High-tech visual stress.

Edward G. Godnig, a doctor of optometry in Kittery, Maine, says, "Our eyes are adapted for distance viewing, but modern cultural and economic demands are placing increased emphasis on close-up viewing."

Altering the work environment is a good first step, Godnig says, who along with John S. Hacunda authored a book titled *Computers and Visual Stress: How to Enhance Visual Comfort While Using Computers*.

Even with ideal ergonomic conditions, some VDT users will still suffer from visual stress. Godnig and Hacunda offer a complete visual training program in their book to help people develop and enhance their visual abilities and prevent vision problems.

"Studies have estimated that only five to 10 percent of VDT users work under satisfactory ergonomic conditions," says Godnig. He offers these tips:

For more information, contact Edward C. Godnig at User ID 72557,1135. To purchase the book, contact Seacoast Information Services, 4446 S. County Trail, Charlestown, RI 02813.

## MEMBER ESSAY

### Letter from the Gulf

I am a 48-year-old British doctor, with my own practice, and have lived in Abu Dhabi, United Arab Emirates (in the Persian Gulf), for the last 16 years. I have been a member of CompuServe for only five months, but my membership proved to be of momentous importance when Iraq invaded Kuwait on Aug. 2, 1990.

Through CompuServe, I accessed the world news and its regular hourly updates, and kept my friends and myself abreast of this crisis, almost at the rate it was unfolding. This was a tremendous asset, as our shortwave radio reception was sometimes garbled because the Iraqi government was reportedly jamming the air waves.

Through the medium of CB, I received great encouragement from many CB-ers when they found out that I was online from this crisis area. (My CB handle is "Desert Rat"—perhaps an apt description of me at that time!)

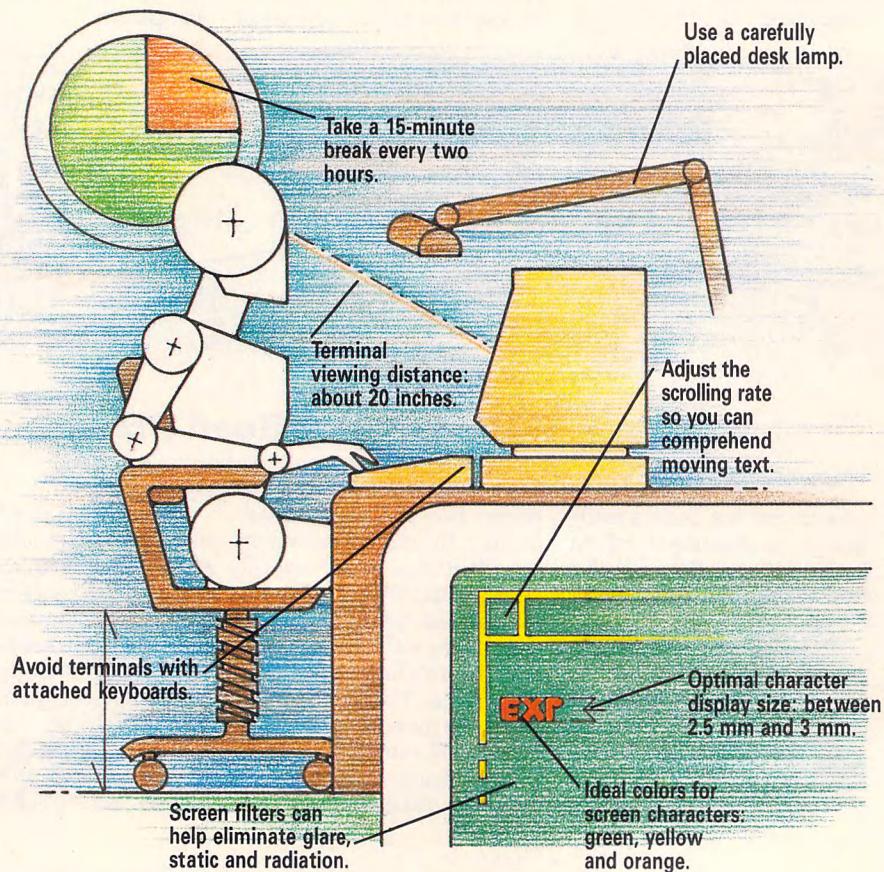
My belief is that CompuServe could achieve something very substantial by making available a few laptops, and a few phone lines to the US troops stationed in Saudi Arabia and the Gulf. This would really raise the morale of these troops especially if they could communicate thru CB live to their loved ones or friends.

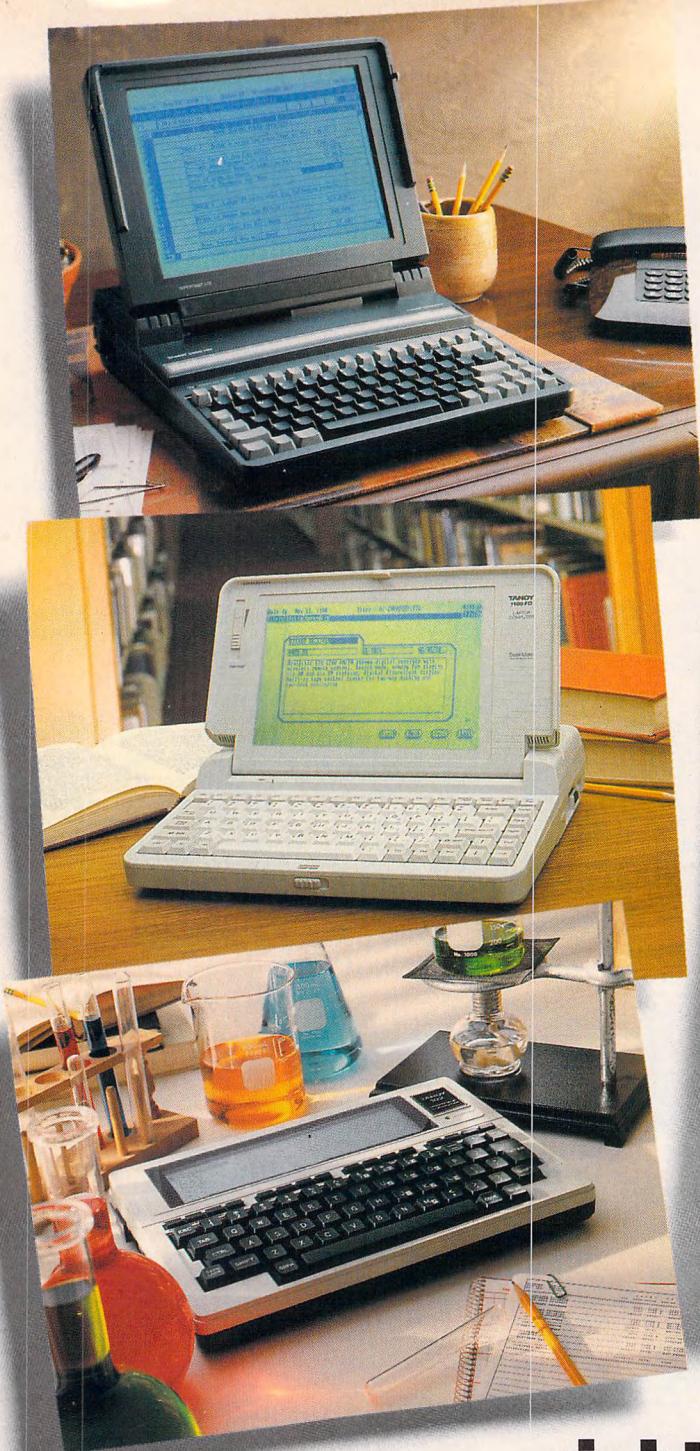
For my friends and me, it has proved a companion beyond description and I am a convert for life. Keep up the good work.

Dr. J.P.R. (Ron) McCulloch  
Abu Dhabi, U.A.E.

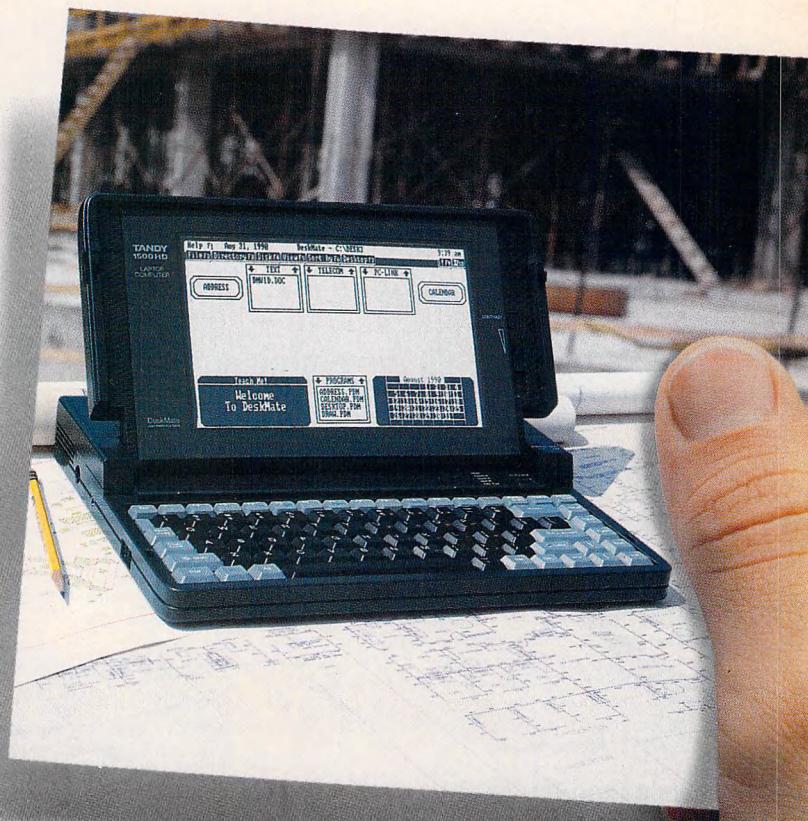
CompuServe Magazine invites CompuServe members to compete for 10 hours of free connect time by writing a 200-word essay describing original uses for the Information Service.

Send essays to User ID 76004,3302. Please include your full name, address and User ID number. Watch for winning essays in Monitor.





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GO OLI for more information.

# Current Hits

by David Peyton

The libraries in CompuServe's forums are filled with thousands of files. The following are a few of the files uploaded in recent months. For a more up-to-date list, check the weekly "Uploads" columns in *Online Today* (GO OLT-3700). To locate a file that has been moved to another library, use the BROWSE command and a wildcard. For example, type BRO \*.ARC at any forum prompt.

## AMIGA USER FORUM

(GO AMIGAUSER)

**Text File Printer**—A program for the Amiga from Bertrand Gros of Switzerland that will print text files or lists of things on a PostScript printer without first loading the files into a word processor/DTP program that supports PostScript. It can read the files from disk and send them directly to a PostScript printer that has the Courier font. File LILA.LZH (11,175 bytes) in Library 8, "Printer Utilities."

## APPLE PRODUCTIVITY FORUM

(GO APPRODUCT)

**ImageWriter II Control**—An NDA that allows you to control your ImageWriter II. Paper parking, advance, retract, set to tear off. Adds features you can't do by hand. File IWINDA.BXY (12,032 bytes) in Library 10, "Igs DAs & INITs."

## ASTRONOMY FORUM

(GO ASTROFORUM)

**Astronomical Facts**—A new version of Tonite, a popular program for MS-DOS computers that calculates the positions of the sun and moon, time of sunrise and sunset, twilight times, moonrise, moonset and other interesting astronomical facts. You configure your location and the program provides the information. It automatically adjusts for Daylight Savings Time and requires DOS 2.11 or higher. This new version supports Atlantic Time. You'll find the program in the file TONIT.EXE (79,550 bytes) in Library 7, "Astrocomputing."

## ATARI PRODUCTIVITY FORUM

(GO ATARIPRO)

**Color Setter and More**—A new version of Blink, which allows you to set up your ST's colors and more or boot from ACC. Palette Switcher installs one of 32 palettes with a mouse click. BlinkSet creates and saves your own custom color palettes. BlinkMrg customizes Blink and PS quickly and easily. File BLINK.ARC (36,326 bytes) in Library 6, "ACCS & Setups."

## AVIATION FORUM

(GO AVSIG)

**Abbreviation Translator**—A program to translate the abbreviations used in DUAT and other WX reports. Also translated are the three-letter identifiers of VORs and airports. This program reads an ASCII input file and produces an output disk file or the output can be sent to your printer or console. A dictionary of 2,800-plus terms is included. File DECODE.ZIP (38,021 bytes) in Library 13, "Av Computer Programs."

## BORLAND APPLICATION FORUM

(GO BORAPP)

**Resident TaskManager**—Version 2.01 of Resident TaskManager that manages lists of tasks, reminders, ticklers and ToDos. Loads as a 6K TSR or normal task.

Features Task priorities, five-line descriptions, user field, pull-down menus, audit files. Can be integrated with SideKick Plus (using CALRPT) for complete task-calendar management. New features include three-level sort, task transfer, print to disk, file pick list, audit browse, Euro dates and fixed pick list. File RTM203.ZIP (123,698 bytes) in Library 2, "SideKick Plus."

## COIN/STAMP FORUM

(GO STAMPS)

**Card Inventory System**—Lineup, a demonstration version of a football/baseball card inventory and value system that runs on MS-DOS systems. Features data for all major brands from 1948 to the present. From Emerald City Sports Cards. File LINEUP.ZIP (70,830 bytes) in Library 6, "Baseball Cards, etc."

## COMMODORE ART/GAMES FORUM

(GO CBMART)

**Traffic Controller**—Traffic, a game for the Commodore 64 that puts you in charge of traffic lights of London. Requires a joystick in Port 1. File TRAFFI.BIN (36,864 bytes) in Library 8, "Arcade/Action Games."



## DESKTOP PUBLISHING FORUM

(GO DTPFORUM)

**Print Job Helper**—A shareware program from Bruce Robey for estimating and copy fitting, typesetting and DTP jobs. Use it for budgeting, bragging or billing. Originally designed for typesetters, special provisions have been added for desktop publishing allowing easy cost comparison of desktop publishing and traditional typesetting. Menu-driven, graphics arts calculator, printed reports, preview, online help and complete documentation. File AQ21.EXE (105,746 bytes) in Library 6, "PC DTP Utilities."

## EDUCATION FORUM

(GO EDFORUM)

**Writing Analyzer**—READUTIL, a shareware program for MS-DOS systems that helps you analyze written text. Fewer hard words, shorter sentences and fewer passive expressions makes your writing easier to read. This file contains 10 files, including an overview README file, a 16-page program manual and a demonstration. Program was developed at The Open Polytechnic of New Zealand. File READUT.EXE (111,645 bytes) in Library 2, "Software."

## HYPertext FORUM

(GO MACHYPER)

**Horoscope Calculator**—This stack does all the calculations necessary for an astrological natal horoscope, then lists the exact sign and house positions of each planet. Also creates aspect table and finally writes the planets to a wheel (chart horoscope). Stack does all the math and

looking up. You need only the birth date. Time and place are helpful but not required. You'll find it in the file ASTROL.SIT (105,600 bytes) in Library 8, "Misc. Stacks."

## IBM APPLICATIONS FORUM

(GO IBMAPP)

**Hypertext Authority System**—The shareware version V2.01C of HyperHelper 2.0 from Arizona Software. It's a low-cost hypertext authoring system. Now has scrolling, mouse support, custom menus, faster compiles, smaller hypertext files. Compiles regular ASCII files with embedded commands into hypertext decks. Unlike some other hypertext systems, HyperHelper packs the cards into one file (up to 4,096 cards per file). File HHV20.ZIP (114,745 bytes) in Library 2, "Word Processing [A]."

## IBM NEW USERS' FORUM

(GO IBMNEW)

**New Game**—Pharaoh's Tomb, an arcade game set in a huge and dangerous pyramid. Try to explore and survive 20 levels riddled with treasures. It includes 20 different creatures and puzzling traps. Uses GAST (Fluid Animation Software Technology) graphics. You'll find it in the file PTOMB.ZIP (62,976 bytes) in Library 6, "Gen Fun & Games [N]."

## IBM SYSTEM/UTILITIES FORUM

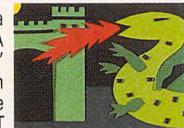
(GO IBMSYS)

**System Booter**—BOOTEXEC.SYS version 1 and documentation. Allows you to boot up your system with a batch file other than AUTOEXEC.BAT. Improved system security. Prevents overwriting or deleting AUTOEXEC.BAT by renaming it or relocating it in a different directory. Requires only 500 bytes of RAM. Shareware. File BOOTEX.ZIP (7,127 bytes) in Library 1, "DOS Utilities [S]."

## MACINTOSH ENTERTAINMENT FORUM

(GO MACFUN)

**Snakes and Tanks**—Nuke Snake, a one- or two-player arcade game. A cross between "snake" and "tank" games. Runs on any Mac with System 6.0 or greater. Shareware from Dave Riggie. File NSNAKE.SIT (143,488 bytes) in Library 2, "Arcade/Action Games."



## VENTURA SOFTWARE FORUM

(GO VENTURA)

**Landscape Instructions**—A text file that gives simple directions for setting up your system to use just the portrait fonts for both portrait and landscape printing on the new HP LaserJet IIP printer, which can automatically rotate fonts and therefore makes it unnecessary to keep two sets of fonts on disk. File LNDSCP.TXT (939 bytes) in Library 2, "Ventura Apps."

David Peyton co-authored *How to Get the Most Out of CompuServe*, now in its fourth edition. His CompuServe User ID number is 76703,244.

# Oldies but Goodies

by David Peyton

Following is a list of files uploaded to CompuServe forums more than a year ago that have won the right to be called "oldies but goodies," either by the recommendation of forum managers or by the number of downloads each file has received.

## ATARI PRODUCTIVITY FORUM

(GO ATARIPRO)

**CD Database**—cdBASE, a simple-to-use compact disk database that presents your collection in graphic format and allows you to view, edit, search and print lists. File CDBASE.ARC (91,264 bytes) in Library 5, "Applications."

## AMIGA ARTS FORUM

(GO AMIGAARTS)

**Space Station Graphic**—A dynamic, hi-res picture created with Digi-View 4.0. Subject is a space station in orbit around the earth. You need Dyna-Show to display it. Colorful and high-quality picture. File STATIO.LZH (109,229 bytes) in Library 9, "Photographic Art."

## APPLE PRODUCTIVITY FORUM

(GO APPRODUCT)

**Polygons Galore**—Polygonia, a program to explore the use of Igs' fill mode graphics for real-time animation of 3D objects. Included are six animated objects ranging in complexity from a simple cube to a spaceship model composed of 94 polygons. File POLY1.BXY (22,016 bytes) in Library 11, "Igs Software."

## ASTRONOMY FORUM

(GO ASTROFORUM)

**Star Catalog**—A catalog of more than 700 of the principal stars in the northern and southern hemispheres. Data includes RA declination (both 1950.0 and 2000.0), Bayer designations, constellation, magnitude, spectrum, distance in parsecs, variable and double star indicators and common names, including Flamsteed numbers. In catalog format with 80-character records, ready to be printed. File STARS.CAT (54,270 bytes) in Library 5, "Deep Sky Astronomy."



## ATARI 8-BIT FORUM

(GO ATARI8)

**Nebula Madness—Crab Nebula**, an arcade graphics game with player/missiles and horizontal scrolling. Documentation includes rules and hints. File CRNEBU.ARC (5,888 bytes) in Library 10, "Games/Entertainment."

## HYPertext FORUM

(GO MACHYPER)

**HyperTalk Help**—SyntaxHelper for the Macintosh. Type Syntax into the message box, followed by any HyperTalk command and instant syntax appears. Complete list of commands included. File SYNTAX.SIT (11,136 bytes) in Library 6, "Reference Stacks."

## IBM BULLETIN BOARD FORUM

(GO IBMBBBS)

**BBS System**—QuickBBS Bulletin Board system. Files QREL26.EXE (132,855 bytes), QDOC.EXE (71,690 bytes) and QHLP.EXE (3,585 bytes), all in Library 1, "BBS Programs."

## IBM HARDWARE FORUM

(GO IBMHW)

**Compaq Video Utility**—Programs for the Compaq SLT/286 laptop to change the default video mode on the fly. COMPQAQ allows you only to do it via SETUP and then reboot. Program allows setting of both normal and reverse video modes. File SLTVID.ARC (19,50 bytes) in Library 6, "Laptops [H]."

## IBM NEW USERS' FORUM

(GO IBMNEW)

**South China Sea Adventure**—Be a South China sea trader with this trading game for MS-DOS systems. Text based. Works on color or monochrome. File CHINA2.ARC (20,480 bytes) in Library 3, "Adventures [N]."



## INTERNATIONAL ENTREPRENEURS FORUM

(GO USEN)

**Business Analyzer**—Lightyear, a program for MS-DOS systems that is designed to help the user examine possibilities in various areas for maximum output in manufacturing, marketing, advertising, sales, finance, purchasing, labor relations, personnel, banking and financial planning. User can explore alternatives by setting up new rules and criteria to evaluate the results. File LYEAR.ARC (129,920 bytes) in Library 10, "Business Software."

## INVESTORS' FORUM

(GO INVFORUM)

**Investment BBS List**—A list of national investment BBS phone number and descriptions where required. File INVEST.BBS (4,389 bytes) in Library 9, "Computer Corner."

## MACINTOSH ENTERTAINMENT FORUM

(GO MACFUN)

**Adventure on the Mac—Moria**, a role-playing adventure game ported from Unix. Similar to *Hack* and *Rogue*. Requires a 1MB Mac Plus or better. MultiFinder aware. Complete with MacWrite documentation and online help. Free program. File MORIA.SIT (277,888 bytes) in Library 3, "Adventure Games."

## MODEL 100 FORUM

(GO M100SIG)

**Program Help**—A simple-to-use 274 byte M100/102/200 utility program that automatically clears HIMEM and runs any RAM or DISK based CO program without any input from you except file name (plus DOS prefix if desired and possible). File RUN-CO.100 (400 bytes) in Library 7, "Utilities."

## MODELNET FORUM

(GO MODELNET)

**Scanned Pictures**—A group of 79 scanned pictures of airplanes and other items which relate to the model airplane hobby. All files are in PC PaintBrush PCX format. Also included is a text file that gives a short description of each file. File GRAPH1.ARC (184,306 bytes) in Library 11, "Computer Programs."

## SCUBA FORUM

(GO SCUBA)

**Macintosh Dive Log**—A HyperCard stack for the Macintosh that is a dive log to keep track of dive sites, locations, operations, bottom times, depths and divers names for up to 10 scuba divers. Sample dives are included. File DIVELO.SIT (24,576 bytes) in Library 13, "Programs."

## SPACE FORUM

(GO SPACEFORUM)

**Atlantis Graphic**—A GIF graphic of the Shuttle Atlantis with SRBs and external tank, ready for launch if rotated 90 degrees. Picture is in black and white. File ATLANT.GIF (5,136 bytes) in Library 10, "Graphics."

## TAPCIS FORUM

(GO TAPCIS)

**Message Organizer**—HotIDX.COM, a TSR add-on to TAPCIS that will index and list the subjects of all the messages in the currently viewed forum. Additionally, it can be used to navigate to the Sb: of your choice. EGA and VGA 43/50 line modes are supported. File HOTSTF.COM (5,071 bytes) in Library 2, "Scripts and Tools."

## TEXAS INSTRUMENTS FORUM

(GO TIFORUM)

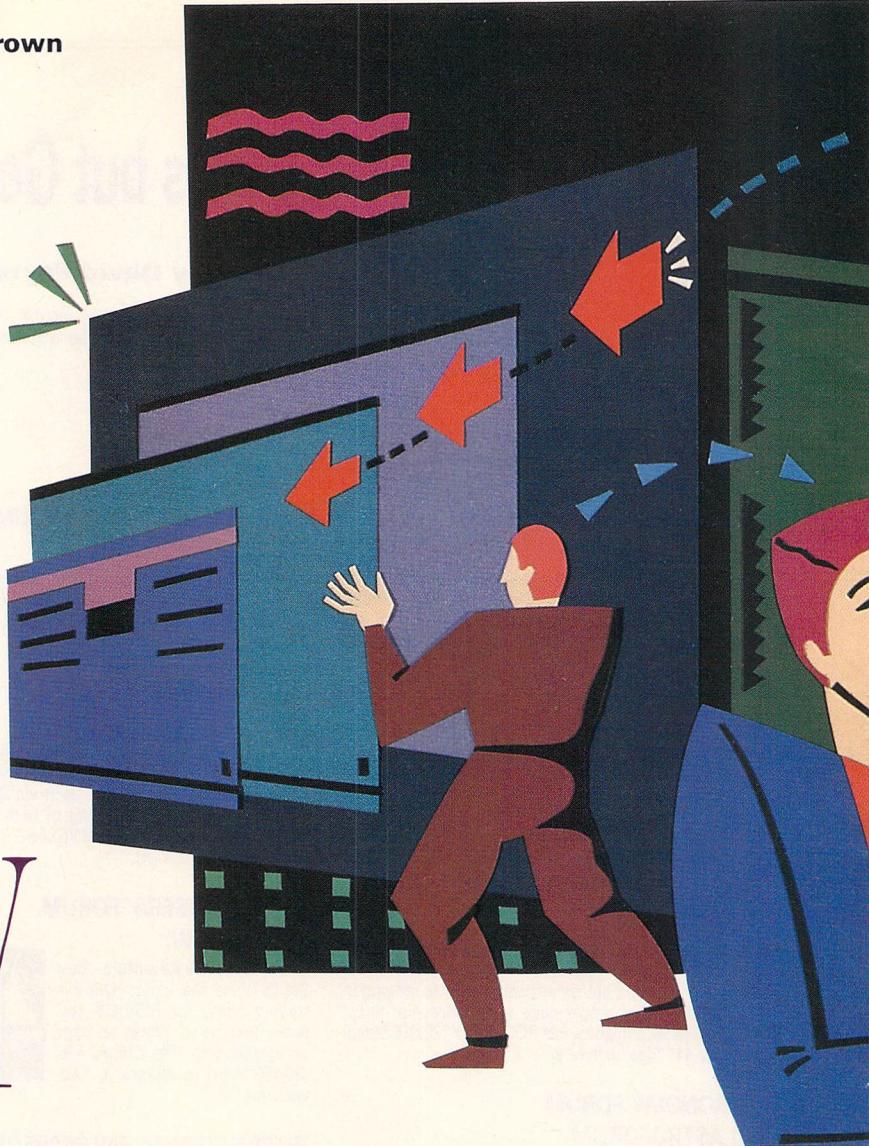
**TI Christmas Card**—A Christmas card for the TI 99 that plays "Go Tell It on the Mountain." File XMAS89.ARC (7,552 bytes) in Library 7, "99 Music/Games/Art."

## WORDPERFECT A FORUM

(GO WPSGA)

**Blackjack**—Wordperfect Macro Blackjack, a complete, working Blackjack card game, written entirely in the WordPerfect macro language. The game requires WordPerfect version 5.1. The file contains the macro and short documentation. File BLKJAK.ARC (9,856 bytes) in Library 4, "Macros/Merges."

# USER TRENDY



## FEATURE

### CM's Cover Story:

▼  
Putting on  
a New Interface

▼  
A Host of  
CIM Developers,  
page 14

► **CompuServe's Information Manager is evolving along lines set down by its sincerest critics: the Users.**

Software consumers are an increasingly finicky bunch. Not satisfied with earlier versions of popular packages that required users to learn a new set of conventions each time they fired up their hard drives, they demand that each new package operate the same as the last. Whether the software is designed to perform word processing, spreadsheets or other tasks, ease and uniformity of use are high priorities.

Today's consumers are "more interested in getting their work done than in playing with their computers," according to Esther Dyson, editor and publisher of *Release 1.0*, a computer industry newsletter focusing on trends. Also, "they're more likely to be dealing with text and ideas rather than strictly numbers—trying to manage schedules, memos and electronic mail," says Dyson. "In many cases, consumers are looking for something that will connect them to something else," she says, "so they can access data, whether it's regular data or electronic mail. They want

to be connected—networking is probably the big growth area for the next couple of years.

"Fundamentally, they're looking for stuff they can use, that's not going to take a long time to learn or install," says Dyson. But computer users don't want *simple* software, as developers discovered in the early 1980s when they tried (unsuccessfully) to market software to balance the checkbook or store recipes.

These days, "ease of use" has some pretty distinct guidelines. Icons, pull-down menus and dialog boxes, once primarily associated with the Macintosh, are increasingly common in DOS-based software as well. "Whether you're picking something off a menu or picking an icon off a screen," says Dyson, "it's easier to *pick* something than to remember to type it in. The icons and graphics are more a symptom than the reality of being easier to use, but they do tend to go together."

Windows, another convention made popular by Microsoft and formerly seen only on Mac screens, are built into dozens of applications. And the mouse, once a peripheral disdained by early DOS enthusiasts as not for serious computer users, now is available



for most popular personal computers.

Once learned, these easy methods of operation are hard to break away from. And successful software follows these conventions because its users demand them. They don't want to spend precious time learning new commands and reading more manuals every time they load something on the HD. They want software that offers a lot of functionality, consistency of interface, and power without having to know a series of complicated commands.

Enter the CompuServe Information Manager.

#### CIM: Managing the Information

The CompuServe Information Manager was designed to meet the demands of an impatient, information-hungry public. Introduced last December and now used by more than 75,000 members, this graphic interface to the Information Service is still being upgraded. As members ask for enhancements, CompuServe developers are busily adding them in.

For members who want an easier solution to the standard scrolled ASCII text version of the Information Service, CIM improves online communications by its support of

CompuServe's "Host-Micro Interface." Under this protocol, most online data is transferred to the screen in a compact, error-free way, which eliminates garbled characters on the screen. CIM helps users perform as many tasks as possible offline, such as composing messages and reading retrieved material. Another feature lets users perform two or more tasks at the same time—participating on one channel in CB, for instance, while monitoring another, or searching a forum library while a place is saved on the message board.

Two teams of CompuServe programmers worked over a period of several months to develop the enhancements upcoming in CIM's versions 1.3 (MS-DOS) and 1.5 (Mac). One team worked on programming at the "host" (CompuServe) end, the other at the "micro" (user) end. (To meet the host programmers who made all this possible, see pages 14-15).

Newcomers to the service find CIM helps them beat the usual online learning curve. Power users like to use CompuServe à la carte: CIM for some tasks such as downloading or composing electronic mail and browsing forums; and a "batch" oriented communication program such as TAPCIS, ATOSIG or Navigator (Macintosh users), for daily forum

activity.

"I use CIM primarily for online browsing of libraries and messages since the search capabilities are much better than those offered at the system prompt," says Steve Stern, vice president of management information systems at JMB Realty in Chicago.

Jim Woodburn, a long-time CompuServe member who stopped into the MS-DOS CIM Support Forum (GO CIMSUPPORT) for some free advice, expressed a common sentiment: "I just wanted to let you know that I ignored your request to read pages 7-39 and 42, etc. I'm pretty bone-headed and was going to fool around with this new CIM program for a couple of minutes before going to bed. Four minutes later, this software is loaded, installed, connecting me to you. It even found my mouse and, bingo, I'm here." Woodburn went on to say that in 16 years of using a computer, he'd never had software start up that easily and work so well. CompuServe Customer Support personnel manage both the MS-DOS and Macintosh CIM support areas. (Macintosh users can type GO MCIMSUP to find free support for their version of CIM.)

With new CIM versions on the way, CompuServe members are awaiting the lat-

## They Work to Make CIM Work

est upgrades to their favorite interface. There are plenty of ideas on the developers' drawing boards; many based on suggestions gathered in the support forums or in the online feedback areas.

### Easier Trip Planning

New travel features in the CompuServe Information Manager software promise not only easier use of online airline schedules but also powerful new options for tailoring an entire trip. The TravelManager™ interface, which will be accessible via version 1.3 of the MS-DOS CompuServe Information Manager package, is designed to be the same sort of flexible decision-making tool for crafting travel plans that spreadsheet programs have become for financial data, says Greg Gerard, supervisor of CompuServe's travel development group.

The new interface allows travelers to gather information about ticket prices, schedules and connections and to review the data in mid-session. Unlike the one-way nature of the current ASCII version of the flight schedule services, which Gerard characterizes as "going down a slide," the TravelManager interface lets a user step back and forth through assembled information while planning the itinerary for each leg of the journey.

The new software also includes some value-added functions, such as the "Applicable Fares" option. Currently, when users ask for such online information, they may see all fares, even those they don't qualify for because of flight rules regarding times, classes of travel and so forth. However, the TravelManager interface helps in making smart choices by zeroing in on just those fares available to the specific user.

In addition, the new interface improves ticket/booking features by enabling users to file a profile for billing and flight preferences. This means the user isn't prompted for billing information for each ticket ordered.

Another improvement is in the way the system handles information on prices. "Right now," Gerard notes, "buying an airline ticket online is a little like going to a butcher to buy hamburger and being told, 'I can't tell you precisely how much it costs until *after* you've bought it'."

A fact of life on the road is that ticket prices fluctuate constantly, but the TravelManager interface takes a new approach in dealing with the problem. It uses a pricing key. When a ticket is purchased, the user is shown several representative logical fares to estimate the actual cost for that ticket in that market.

This lets you compare "applicable fares" selected by the program with low prices. And a "Rules" function lets you see the require-

The Host-Micro Interface (HMI) "is a collection of application protocols, [sections of host software that have been converted into HMI]," says Brion Jones, CompuServe manager of videotex technology. "Individual protocols have been developed for the Information Service's major products."

HMI was developed by Steve Wilhite, CompuServe's principal software engineer, as a stable interface for micro developers to use in communicating with CompuServe's host computers. The CompuServe Information Manager, now available in both Macintosh and MS-DOS formats, is just one micro product developed to use these protocols. Several others are in development.

"The micro developer makes the decisions about the way the interface is displayed and how the user interacts with CompuServe," says Jones. "The host developers make sure HMI has the tools to support that interface." Teams of CompuServe developers work to refine the connection between the CompuServe host and the micro so each successive version of the CompuServe Information Manager brings more processing power to members' personal computers.

### Bob Davis

Having offered CB Simulator support since 1985, Bob Davis was a natural when it came to host software development for CB's Host-Micro Interface. In addition, he handles the follow-up HMI work necessary for the Executive News Service.

Although he admits that CB users tend to resist changes, Davis thinks this is one change they will like. "Once it is finalized, HMI will permit CB interfaces that are easier to use since they will be intuitive rather than command-driven," he says. One new feature allows more than two people to participate in a private conversation.



### Marc Rayburn

From the start of the Host-Micro Interface project, Marc Rayburn has been central to the development of the host software for the HMI project. He has been involved in the development of both HMILIB and the Forum HMI software, SIGHMI. His primary role now is to ensure the host forum software works properly with all micro forum software, the CompuServe Information Manager, and Navigator. Rayburn explains that HMI will allow the forums to not only store more information but also offer a more intuitive, Windows-like environment that will make the forums easier to use. "Everything will be presented very nicely with multiple menus on the screen. It really will be easier to use in that respect."



### John Johnson

Heading up the HMI integration with American Airlines' Easy Sabre is John Johnson, who serves a dual role as analyst and developer.

He praises the new system for its ease of use. "A lot of users want to see a Windows-like environment that will make the system more straightforward," he says.



ments for each highlighted flight and find out how you can get the lower prices.

The new travel interface frees users from figuring out how to navigate the displays and lets them spend more time actually looking at the travel data. Gerard points out that while comparing prices of tickets on various legs of a trip, a traveler might notice that all prices are going up after a certain date.

"Hmmm," he might say to himself, "by moving the trip up one week, I can save 50 bucks."

Best of all, to facilitate this kind of plan-

ning power, the software now speaks to us in our own language.

People who have used online reservation services for years are probably accustomed to seeing screens of codes for everything from classes of travel to in-flight meals. While some users have adapted themselves to automatically translating the complicated codes, thousands of others back away from them.

The TravelManager's solution is to replace the cryptic codes with understandable words and tabular representations. Those who have become attuned to the codes of the

### Greg Gerard

Greg Gerard is coordinating the HMI integration for the online travel services.

"As users plan their trips, they don't get a chance to really think about the information. This will change with HMI as they can store the information in an itinerary worksheet and review it at any time. The continuity combined with the ability to review means the information doesn't get away from the user."



### Rita Grell

As lead DPP programmer to integrate HMI with WorldSpan's Travel Manager, Rita Grell is developing a true data interchange mechanism that will allow users to browse flights and fares and actually book the flights they want.

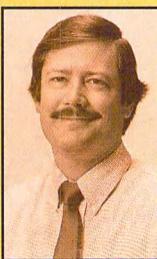
"The Windows-like interface will make the presentation much easier for users," says Grell. "Because it is so structured, it will prevent them from getting lost in the service."



### Rich Dygert

Rich Dygert is developing the HMI electronic mail connection for all of CompuServe's electronic mail products.

He says the Host-Micro Interface is better than ASCII for sending and receiving messages because it offers users the ability to retrieve and send mail at their own pace. "Mail can be retrieved, sent to the PC and stored there until users are ready to read it. Then, responses can be created offline, and several messages can be dropped off at once. CompuServe Information Manager provides a true interactive electronic mail service," Dygert says.



### Mike Dickson

Mike Dickson put his programming skills to work developing DSPHMI, the program that implements the HMI protocol used to navigate from one area of the Information Service to another through the GO commands; HMILIB, a host library that facilitates the writing of Host-Micro Interface applications; and DPPLIB, a host library that allows the host software to control the presentation of an application on the micro using the Dialog Presentation Protocol (DPP). In addition, he is analyzing how DPP can be used to support The Electronic Mall.

Says Dickson, "The biggest advantage of HMI is that it uses the power of the micro for a cleaner user interface. For instance, in The Electronic Mall, we'll be able to present more items and more information in a more accessible manner than is currently possible with ASCII."



### Rell Ambrose

It may be fun-and-games to many, but it's serious programming to Rell Ambrose, as he developed the dialog subprotocols that port CompuServe's games to DPP (Display Presentation Protocol). It was Ambrose's responsibility to create the basic, skeletal source code for the functions that drive the dialog boxes.

Because of HMI, game players won't have to remember a complex set of commands. Instead, commands will be displayed as a push button. "HMI won't change the mechanics of the games, but it will change the way information is presented to the users and the way they interact with it," he explains.



### John Huston

Initially, developing and maintaining the HMI library, which contains all the host software programs, was a key role for John Huston. "We think of this central library as a tool kit of routines. The applications in it are used to set up the interface with the micro," he explains. Presently, John keeps contact with HMI but focuses more on the forum now.

Huston thinks the novice CompuServe subscriber using CompuServe Information Manager will benefit most from his work with HMI and the forum interface. "Subscribers will have a more visual picture of a forum and all its different parts, as well as be able to more easily access the information they need."



travel industry, however, can continue to deal with them directly.

The TravelManager interface will be supported in CIM's MS-DOS version 1.3 and Macintosh version 1.5.

### At the Speed of Might

CompuServe members have long been asking for faster modem speeds. Now that standards have emerged for faster transmission speeds, CompuServe has added this latest host-based enhancement to its business and commercial online services.

By the end of first quarter 1991, CompuServe members and business service customers in 34 cities will have the option of 9600-baud access to the Information Service (see box on page 16). CompuServe Information Manager users can use the Special Choice Settings screen to select 9600 baud.

Andy May, CompuServe's manager of network marketing, says the 9600-baud upgrade will be "downward compatible," meaning it will not force current subscribers to buy new equipment. But any member with a 9600-baud V.32 modem will be able to use

the faster data-transfer rate.

"The biggest reason for the change," says May, "is the natural evolution of telecommunications technology. It makes no sense to invest in the latest computer equipment, which is designed to pay for itself in increased productivity, and then squander every minute gained on slower network communications."

"There is a particular 9600-baud standard that we're going to be using," says Paul Lambert, director of product marketing for CompuServe's Network Services Division. "Until today, there have been a few manufac-

## Where Modems Make Tracks

These US cities are slated to receive 9600-baud service in the near future. For local access numbers for 9600-baud service, which carries a \$10 surcharge, type GO PHONES. Watch "What's New" for announcements about 9600-baud service availability in your area.

State	City	State	City
Arizona	Tucson, Phoenix	Minnesota	Minneapolis
California	Los Angeles, Newport Beach, San Diego, San Francisco, Santa Clara	Missouri	Kansas City, St. Louis
Connecticut	Hartford, Stamford	New York	New York
Florida	Miami, Orlando, Tampa	Ohio	Columbus, Cleveland, Cincinnati, Dayton
Georgia	Atlanta	Oklahoma	Tulsa
Illinois	Chicago	Oregon	Portland
Indiana	Indianapolis	Pennsylvania	Philadelphia, Pittsburgh
Maryland	Baltimore	Texas	Dallas, Houston
Massachusetts	Boston	Virginia	Fairfax
Michigan	Troy	Washington	Seattle

Those members who do not have access to a local CompuServe Information Service node can dial 1-800-331-7166, a new WATS dial service, for 9600 baud; 1-800-848-4480 for up to 2400 baud. The new WATS dial service carries a \$9 per hour surcharge.

turers using proprietary techniques for doing 9600-baud services over a dial-up line. But recently, the ICCTT [International Consultative Committee for Telephones and Telegraphs, part of the UN International Telecommunications Union] has created a standard called V.32 that specifies modulation techniques for 9600 baud on public dial-up lines. So, before V.32, if you had a specific vendor's modem on one side, you needed that vendor's modem on the other side."

Now things are different. "With V.32, all modem manufacturers can build to the same standard, so it doesn't matter what kind of modem we have on our network. As long as the modem that the customer buys is V.32-compliant, he or she then will be able to establish a connection."

Lambert has one extra piece of advice for CompuServe members looking forward to 9600-baud service. "The modems we'll be buying will be V.42-compliant, but we recommend that any modem used with CompuServe have a link management or an error-detection protocol. In V.42 it could be either MNP-4 or LAPM." V.42 is another ICCTT standard; Microcom Network Protocol-Level

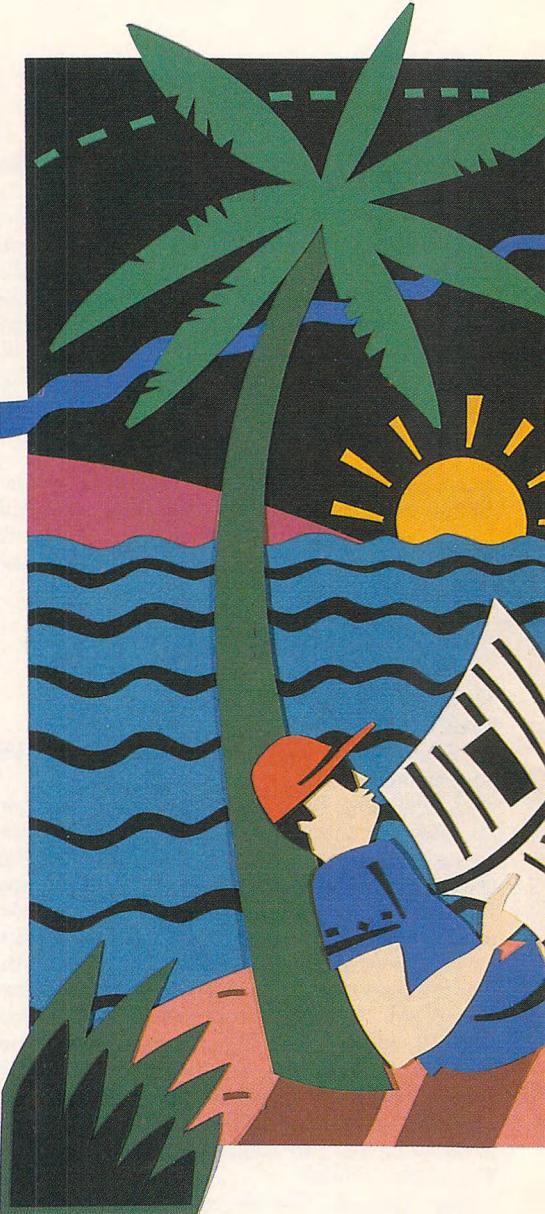
4 (MNP-4) is a public-domain error-protection protocol; LAPM ("lap-em") is another error-detection protocol.

### Coming Soon: What's in Store

"Most of our planned enhancements have come from user input," says Alec Sutliff, product design coordinator for the Macintosh CIM. Some member-inspired features to come are the ability to save GIF (Graphic Interchange Format) files while viewing them, and the redesign of the capture buffer to interact like traditional communication programs. "We're working on scores of small, useful enhancements suggested by CompuServe members," says Sutliff. "We're constantly gathering information from people—at Macworld, in the CIM Support forums, from beta-testers and from CompuServe associates."

Gary Yeauger, product manager for micro products, says an important feature to come will arrive with the ENS enhancements in CIM version 2, due out in the spring (MS-DOS) and summer (Macintosh) of 1991.

The Executive News Service is a boon to the news-hungry. It collects articles on user-specified subjects from five major news orga-



nizations and puts them in personal electronic "folders" on CompuServe. You get the news you want, when you want it. (ENS is a surcharged service.)

Services covered are The Associated Press, Reuter's Financial Report, *The Washington Post*, OTC NewsAlert, and United Press International.

Using ENS under CIM will be easier than ever. When selected, a pull-down "Stories" menu will be displayed, with options to view stories in public or personal folders.

Another pull-down menu will be "Folders," where users can create or change personal folders.

Users can look for folder stories in two ways: browsing and searching. Browsing lets users scan headlines, while searching allows users to narrow the number of stories to be retrieved, based on search criteria. Up to three personal folders can be created on each

## CIM: What You Get

- Windows-like environment
- Error-free data transmission using CompuServe's B+ Protocol
- Local/offline message editing
- Integrated local address book
- Familiar desktop metaphor for messages
- Favorite Places menu for quick access
- Message maps that graphically represent forum conversations
- Electronic Conferencing Support with split screen and multiple windows
- Graphic Interchange Format (GIF) Support
- Mouse support



CompuServe account.

"A big difference in the new version will be that you have the ability to search in your personal folder," explains Michael Horwitz, CompuServe product manager. "If, for example, you don't want to look at your whole folder but only at which Reuters stories are available from a specific time, you'd put in those parameters." The option will be effective with any of the news services.

Also, the CIM "file cabinet" will be integrated into ENS, allowing users to save any ENS stories for later reading offline to save on connect-time charges.

Members also can expect version 2 to have a newly designed CB interface and a product called "Portfolio," which will allow members to manage and manipulate their investment portfolios offline.

"Both Mac and MS-DOS versions of the CompuServe Information Manager will support the Dialog Presentation Protocol, which will bring more online areas into the

windowing idiom," says Yeauger. "The File Finders and some of the other searchable products will be fully integrated."

Neither Sutliff nor Yeauger expects this refining process to end. It will eventually

slow down, of course, as all areas of the service are modified to interact with the Information Manager. But the business of tailoring the interface for the members who use it goes on.

## Order the Information Manager

CompuServe Information Manager for either the MS-DOS or Macintosh environments can be ordered online through the CompuServe Online Ordering Area (GO ORDER) for \$24.95, which includes a \$15 usage credit.

If you already have CIM, to get the latest upgrades, type GO CIM and select menu option "Download Version X.X Upgrade." Connect-time charges do not apply to downloading current upgrades.

Before ordering, make sure your hardware meets CIM's minimum requirements.

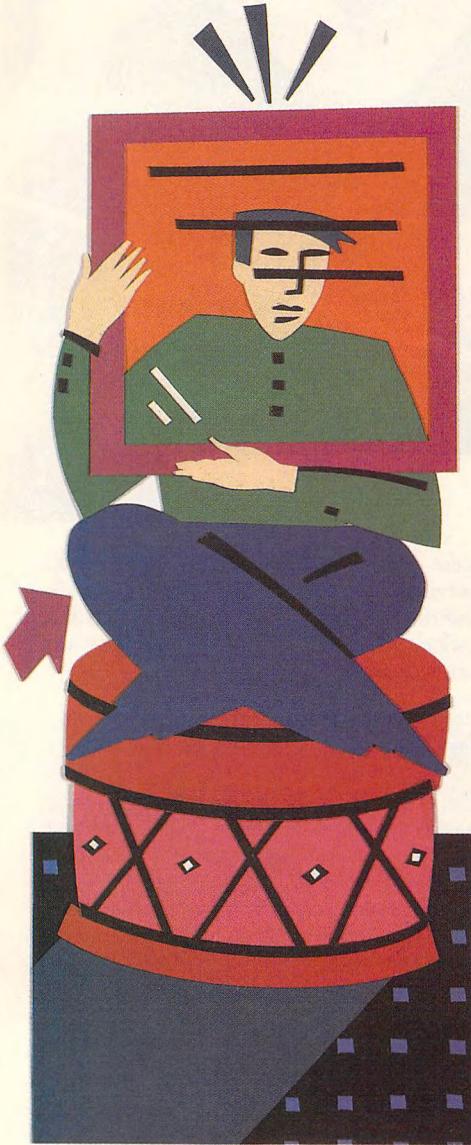
For MS-DOS, you'll need an IBM or compatible personal computer; color or monochrome monitor (no graphics adapter required); 640K memory; MS-DOS 2.0 or higher; a serial port/Hayes-compatible modem; a mouse (optional). Macintosh CIM users must have a Mac Plus or later model Macintosh with mouse; 1MB of RAM memory; a hard disk drive and one 800K (or higher) floppy disk drive; Macintosh System 6; and a modem (CompuServe recommends that it be Hayes-compatible).

# Front-End Software At-a-Glance

A number of public-domain and shareware terminal programs, available for an assortment of computers, are custom-built to communicate with CompuServe. Many of them automate operations such as the receiving and sending of CompuServe Mail, the reading and writing of messages in the forums, and other tasks.

CompuServe old-timers, reluctant to give up their Navigator, TAPCIS or ATO for the CompuServe Information Manager but appreciative of CIM's Windows-like interface, often use both their communications program and CIM to get around online. And communications programs offer automated access for the "rest of us": the loyal users who march to drums other than those the DOS and Mac worlds play.

-CB



## AutoSig

**Computers:** IBM and compatibles  
**Authors:** Don Watkins, Vernon Buerg, Frank Lipschutz, Howard Benner and others  
**Forum:** IBM Communications Forum (GO IBMCOM) Library 1, "AutoSig (ATO)"  
**Access:** Download ATO63A.REQ (update), ATO63A.EXE (program) and ATODOC.EXE (documentation).  
**Price:** Free

## CompuServe Navigator

**Computers:** Apple Macintosh  
**Author:** Mike O'Connor  
**Forum:** Macintosh Communications Forum (GO MACCOM)  
**Access:** Type GO NAVIGATOR for background and ordering information.  
**Price:** \$79.95

## Copilot

**Computers:** Apple IIgs  
**Author:** Kenneth I. Gluckman  
**Forum:** Apple II/III Productivity Forum (GO APPRODUCT) Library 14, "Telecommunications"  
**Access:** Download COP.BXY, which contains an evaluation copy of the program and instructions.  
**Price:** \$25

## Email8

**Computers:** Tandy Model 100, 102  
**Author:** Marvin M. Miller  
**Forum:** Model 100 Forum (GO M100SIG) Library 3, "Telcom"  
**Access:** Download EMAIL8.100 and the documentation, EMAIL8.DOC.  
**Price:** Free

## QTerm

**Computers:** Adam  
**Author:** David Goodenough  
**Forum:** The Computer Club (GO CLUB) Library 10, "ADAM CP/M"  
**Access:** Download QT41AD.LBR, which contains a working QTERM.COM for the Adam and two documentation files.  
**Price:** Free

## QuickCIS

**Computers:** Atari ST  
**Author:** Jim Ness  
**Forum:** Atari Productivity Forum (GO ATARIPRO) Library 2, "Telecommunications"  
**Access:** Download QWKCIS.ARC (program and documentation).  
**Price:** Free

## ST/Forum

**Computers:** Atari ST  
**Author:** Charles McGuinness  
**Forum:** Atari Productivity Forum (GO ATARIPRO) Library 2, "Telecommunications"  
**Access:** Download FORUM.ARC (program) and TUTOR.STF (documentation).  
**Price:** Free

## TAPCIS

**Computers:** IBM and compatibles  
**Author:** Howard Benner  
**Forum:** TAPCIS Forum (GO TAPCIS), Library 1, "TAPCIS (tm)"  
**Access:** Download TAP.EXE (program), TAPCIS.INF (overview) and TAPDOC.EXE (documentation).  
**Price:** \$79, shareware

## View

**Computers:** OS9 computers  
**Author:** Jim Peasley  
**Forum:** OS9 Forum (GO OS9 Library 10, "Tandy Coco")  
**Access:** Download VIEW.AR.  
**Price:** Free

## Whap!

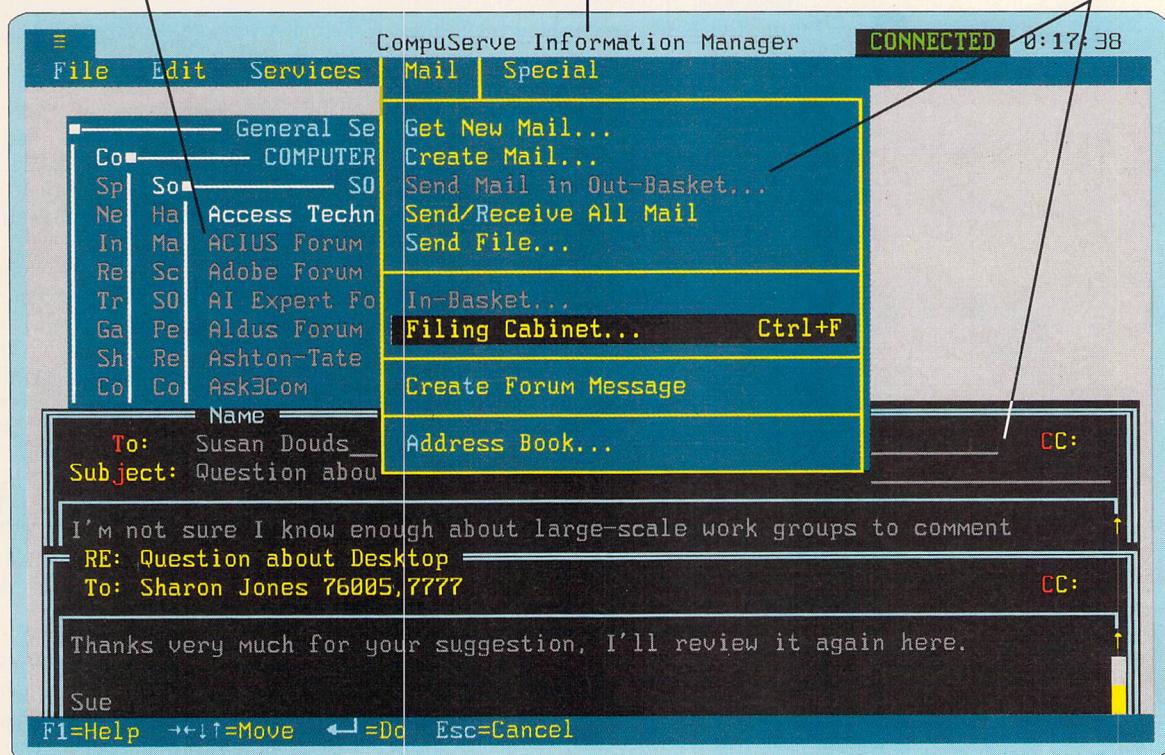
**Computers:** Commodore Amiga  
**Authors:** Jim Nangano and Steve Ahlstrom  
**Forum:** Amiga Tech Forum (GO AMIGA-USER) Library 17, "Whap!"  
**Access:** Download WHP19C.LZH.  
**Price:** \$39.95, shareware

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And you'll learn how the CompuServe Information Manager can put you on easy street.

**CompuServe**

# Finally, Power Windows

► Since Microsoft released a truly utilie version of its popular program, its companion forums are truly busy.

One of the most active forums on CompuServe reinforces that Windows 3.0 is the hottest program on the market today.

Each week, thousands access the Windows Forum (GO MSWIN), according to Primary Sysop Runnoe Connally. The forum opened on May 22, when Windows 3.0 was released, and when members discovered it, messages quickly shot up to an average of 3,150 per week.

The forum has three Microsoft sysops, four independent sysops and five section leaders—all hustling to stay on top of the deluge of messages. Several Microsoft volunteers also assist with the forum. (One, Kraig

Brockschmidt, participated in the product development. He wrote the Windows 3.0 calculator package.)

If you've just spent the past six months in a Tibetan monastery, you might wonder what the flap is about. On May 22, 1990, Microsoft released version 3.0 of its Windows operating environment. Critics have greeted previous versions of Windows less than enthusiastically, but this one fulfills its promises.

Unlike previous versions, Windows 3.0 has a true graphic interface. Not only does it replace the directory listing with icons representing programs, but Windows 3.0 also breaks the 640K memory limitation of DOS. With enough memory and a 286 or higher processor, you can multitask Windows application programs and move data between programs. With a 386 processor, you can access the 386's virtual memory capabilities and also multitask non-Windows applications.

The Windows package includes an extensive collection of utilities and two games, including a solitaire game that works exactly like the card game, except without the need to shuffle and deal the cards. The utilities include Paintbrush, a word processor, a terminal communications program, card file, calculator and clock.

Besides the Windows Forum, the Microsoft Connection (GO MICROSOFT) supports Windows-related programs such as Excel in the Excel Forum, Microsoft's Windows-based spreadsheet, and also programs such as Microsoft Word for Windows in the Microsoft Applications Forum and Windows Third-Party Applications forums.

The Windows Third Party Applications Forum A (GO WINAPA) and Windows Third Party Applications Forum B (GO WINAPB), contain sections for developers. Several of these people have had a hand in Windows 3.0 development. For example, developers from Future Soft Engineering in the Windows Applications Forum A wrote the terminal communications program.

The Windows Forum has 16 libraries where you can upload and download shareware, free software (freeware) and drivers. The sysops review software in the libraries for faults and viruses, but they do little screening of the programs themselves other than to ensure that they run.

The Windows Forum has changed the shape of the product in more than one way, the most interesting of which, icons and wallpaper, reside in Section 5 "Wallpaper Icons." When Windows was released, it came with a ready-made collection of icons representing the various applications. Many users felt that the stock icons weren't exciting enough, so Phil Eskelin, one of the section leaders, wrote an icon draw editor. This program, which is free in Library 5, "Wallpaper Icons," has been downloaded more than 4,000 times. The library now contains dozens of icons that enliven the program.

"Wallpaper" is the pattern that remains on the screen when all windows are closed. The stock patterns aren't particularly exotic, so users have been uploading images to replace the standard wallpaper. These range from images of a dragon to the Texas flag. Connally reviews them all to be sure they meet Microsoft's standards.

In the future Connally plans to post common questions and answers in the Microsoft Knowledge Base (GO MSKB). Knowledge Base has a full-text search feature that enables users to scan the more than 14,000 documents on file to find answers to questions about Microsoft products. (See box on page 21.)

Is the flurry of activity on the Windows Forum a temporary phenomenon? Not likely, Connally believes. Windows is among the top-selling programs of the year, and although some of the traffic on the forum relates to users' problems, the majority of messages are from people who meet to exchange ideas and communicate with others who enjoy the program.

*Harry Green is president of Pacific Netcom Inc., a Portland, Ore., firm that consults with businesses on using office automation and telecommunications to improve productivity. His CompuServe User ID number is 70007431.*

## COMPUTING SERVICES

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**One Hot Program**

▼  
**Flex-ible Support,**  
page 22

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**Portfolio Champs,**  
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# Glass Acts: Window Products

Uploaded by CompuServe member Brian Moura, this guide to vendors and products in the Windows forums shows online locations of Windows-related product vendors. We've provided a brief summary; you can download file WINCIS.TXT in Library 1, "New Uploads" of the Windows Third Party Applications Forum B (GO WINAPB) to get a list of Windows developer locations throughout the CompuServe Information Service.

## GO MSAPP

Vendor Name	Product(s)	Library
Microsoft	Project for Windows; PowerPoint for Windows	7
Microsoft	Word for Windows	12

## GO MSEXCEL

Vendor Name	Product(s)	Library
Microsoft	Excel for Windows	3

## GO MSWIN

Vendor Name	Product(s)	Library
Microsoft	Windows 3.0	2
Microsoft	Windows 2.x	3
Microsoft	ToolBook	4
	Programming Windows	8
	Non-Microsoft Windows Drivers	10
	Windows Shareware	12

## GO WINAPA

Vendor Name	Product(s)	Library
Access Softek	Dragnet; Prompt!; Take Note	2
DaVinci	DaVinci E-Mail	3
Future Soft Eng	DynaComm Asynch 3; DynaComm 3270 3.0	4
Geographix	SeisMap	5
hDC Computer	hDC First Apps; hDC Windows Express	6
Hi-Q International	APE 3.0	7
MCAE	Inertia	8
Meta Software	Design/IDEF; Design/OA; MetaDesign	9
Micrografx	Designer 3.01; Draw Plus; Graph Plus; XPort; Charisma	10
Polaris	PackRat	11
Precision	Superbase 2; Superbase 4	12
Publishing Tech	CBM Desktop Office; Multi-Tack; PubTech Batchworks	13
Roykore	ABC Flowcharter; OPUS I; ORGcharter	14
Wilson Ware	Browser; Command Post 7.0; WindowWare Warehouse	15

## GO WINAPB

Vendor Name	Product(s)	Library
Corel Systems	Corel Draw!	2
NBI	Legacy; Legend	3
Owl International	Guide	4
SoftView	MacInTax/Windows; TaxView Pro	5
Whitewater Group	Actor; Object Graphics; Whitewater Res Tool; WinTrieve	6
ZSoft	PC Paintbrush/Windows; Pub Type Foundry; Soft Type	7
Kidasa	Milestones	9
SoftCraft	WYSI Fonts	10

## A Power Base of Knowledge

The Microsoft Knowledge Base provides access to information previously available only to Microsoft support engineers. You can search Knowledge Base by product name, version, subject, key word, publication date, and several other criteria in the text or title.

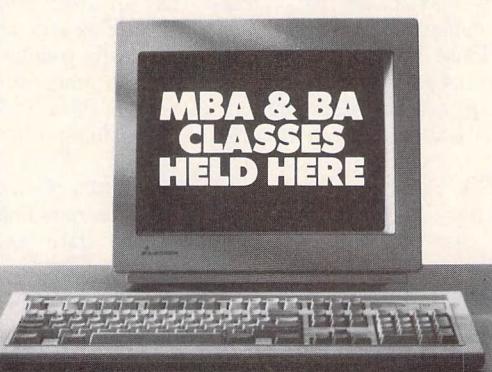
When you specify a search term, the program collects all of the documents it can find that match the specification. When the search is complete, Knowledge Base tells you how many documents it found. You can narrow the search further, list a menu of the document titles, broaden the search specification or begin a new search. The files referenced in the Knowledge Base can be downloaded from the Microsoft Software Library (GO MSL), just like files in any forum library.

At the time this article was written (late August), there was no separate section for Windows 3.0, although Windows 286 and 386 have their own sections among Microsoft applications. A search for text containing Windows 3.0 yielded 186 documents, most of which cover topics of general interest such as:

- ▶ Use of Compaq's CEMM.EXE driver in Windows.
- ▶ Exporting Graphics from Windows to Word 5.0.
- ▶ Windows: Recognition of more than two serial ports.
- ▶ Windows Write 3.0 Cannot Search for "?".
- ▶ Windows 3.0 setup incorrectly detects Hercules card.

If you are looking for additional Windows 3.0 information, you may be able to find it in Knowledge Base without having to wait for a reply.

-HG



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# A Certain Flex-ibility

## ► Data Access expands support of its business software with a forum.

After several years of operating its own bulletin board service, Data Access Corp. has opened a new customer support forum on CompuServe (GO DACCESS). CompuServe was chosen for its large membership and because it is the only service providing direct access to international customers.

Data Access is a Miami-based developer of business software for mini- and microcomputers. Its first and best-known product, DataFlex, is a database-management system combining the functions of a traditional relational database with a powerful fourth-generation programming language and screen forms processor.

Office Works, another product by Data Access Corp., is "groupware" and provides electronic mail, indexed filing, group and individual scheduling, and other functions needed to manage the activities of an office or other work group. The company's most recent offering is FlexQL, an SQL (Structured Query Language) report writer for use with DataFlex, dBase, Lotus 1-2-3 and other database and spreadsheet programs. Office Works and FlexQL are MS-DOS programs, while DataFlex is available for more than 20 operating systems, including OS/2, Unix® System V and VAX/VMS.

Data Access previously provided online support to its customers on an in-house BBS before realizing the benefits of providing support through a CompuServe forum. Its single-line system could not keep up with the volume of calls, but multiline BBS packages that were evaluated did not have the necessary flexibility.

After evaluating several other information services, Data Access chose CompuServe because "CompuServe was the biggest and best available," says Sysop Katie Schepman. "Our vice president of software and development has been using CompuServe for several years, and saw it as an ideal opportunity to provide support and gain exposure for our products, both in the United States and internationally."

Earl Adamy, a self-employed systems designer and developer in Wichita, Kansas, is typical of

## COMPUTING SERVICES

the Data Access customers who use the forum. He uses DataFlex to develop applications for a variety of purposes, including construction management, critical path scheduling and order processing. "I never made much use of the Data Access BBS because it was a bit limited," says Adamy. "I was extremely happy when they announced they were opening the forum on CompuServe because I'm on every day."

Adamy likes the convenience of dropping off a question and picking up the answer later, without wasting time on hold. He also feels that the quality of the technical support is better on CompuServe, thanks to the open nature of the forums.

Another staunch proponent of both DataFlex and the Data Access Forum is Curtis Krauskopf, president of DataBase Managers, a Lafayette, Ind., provider of software, custom programming and consulting services. One of their products, a DataFlex decompiler (for reconstructing misplaced source code) is in use on every continent except Antarctica. "DataFlex is a worldwide language, and is especially popular in Australia," he says. A veteran programmer with more than seven years of DataFlex experience, Krauskopf enjoys helping other programmers with their problems. When he runs into snags himself, "the forum allows me to share the problem with others to find out how they solved it."

The Data Access Forum is organized along product lines, with separate message

areas and libraries for DataFlex, Office Works and FlexQL. A unique Job Search section allows users to find consultants and developers to help them with specific problems, and vice versa. Other areas are devoted to the DataFlex Software Developer's Kit (SDK), as well as the object-oriented programming features of DataFlex 3.0.

The "Visionaries' Soapbox" section lets forum members discuss the future of Data Access products, the computer industry in general, the effect of the war in the Persian Gulf on the price of memory chips, or whatever strikes their fancy. "Sometimes, this section seems more like *Omni Magazine* than a forum," says Schepman.

One important function of the forum is the distribution of advance technical information to DataFlex developers. Currently, Data Access is readying version 3.0 of the program for final release. To ensure that the new release will be supported by plenty of applications, the company has been providing SDKs to registered developers via the forum. The kits' development tools can be downloaded from a restricted access area by authorized developers.

The forum also provides a means for programmers to learn more about the SDK from one another as well as from the Data Access technical staff and development managers. "The only way developers can get support on the SDK is through CompuServe," says Schepman. The forum also provides a fast and convenient way for Data Access to provide software updates to customers.

Future plans for the Data Access Forum include adding more customer support features, as well as expanding into the role of an information provider. "We'd like to be able to provide more data on product descriptions, ports to other platforms, sales and marketing info, and training schedules," says Schepman.

The Data Access Forum is still in its formative stages, yet the company's previous experience with online support, and the enthusiasm of the forum staff and members all point to an outstanding, vibrant forum—sure to be a success with the users of Data Access products.

## Favorite Flex Files

The way to get a feel for any forum is to investigate its libraries. Here are a few of *CompuServe Magazine's* favorite Data Access forum files:

File name	Library	Size (bytes)
USRGRO	2, "DataFlex 4GL/DBMS"	3198
PWORD.ZIP/binary	2	5888
GRDEMO.ARC/binary	2	24768
MSMOUS.EXE/binary	1, "General Information"	24256
CLASSE.TXT	1	9385

A list of all DataFlex user groups, including contact names and phone numbers. Also contains information on Data Access' support of user groups and how to form new ones.

A program to add password protection to DataFlex programs.

A graphics demonstration program for DataFlex, with source code.

A Microsoft and compatible mouse driver.

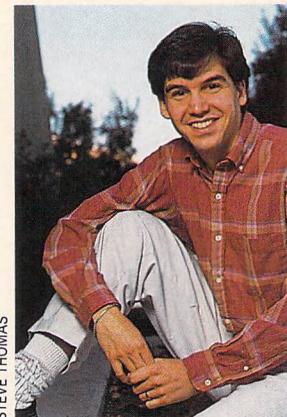
Descriptions of training classes offered by Data Access Corp.

Jim Johnson is a free-lance computer music programmer and writer based in Tigard, Ore.

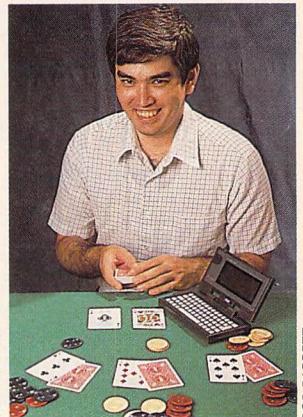
by Randy Rendfeld



New language: Gleason



File transfers: Straus



Tiny casino: Casstevens

STEVE THOMAS  
CINDY CHARLES  
BOB BARRETT

# Prize Palmtop Programs

## ► All Atari Portfolio users were the real winners in a software contest.

Programmers who are fans of the Atari Portfolio computer put their talents to work last summer for a contest in CompuServe's Atari Portfolio Forum (GO APORFOLIO).

The three top-prize winners of the forum's first programming contest each received \$100 worth of CompuServe online time, plus a leather Portfolio case and a ROM card loaded with utilities from Atari Corp.—a \$79.95 value. One runner-up was awarded a gift certificate for \$50 worth of CompuServe online time.

The Atari Portfolio computer, often called a "palmtop," weighs less than one pound. About the size of a VHS cassette, it fits into a sportcoat pocket. Its flip-up screen is small, too, at eight lines by 40 columns. It contains 128K of RAM, runs a DOS 2.11 look-alike and comes with ROM-based programs, including a text editor, address book, calculator, Lotus-compatible spreadsheet and phone dialer.

Forum Manager Ron Luks estimates that the overwhelming majority of the forum members are using the Portfolio as a peripheral to another computer system. With his forum assistants—John Knight, a personal computer specialist in MS-DOS interfacing with Portfolio, and Howard Sambol, the forum's specialist in Macintosh interfacing with Portfolio—the three can handle the questions and quirks about linking the Portfolio to any computer system Portfolio owners might use.

Luks plans to run another contest in 1991. He would like to have seen more entries in the database category, as most participants concentrated on utilities and games. But as use of the "Port" increases, Luks expects more members to contribute software that can increase the tiny machine's

already-impressive capabilities.

This year's award-winning Portfolio programs can be downloaded from the forum's Library 16, "Portfolio Contest."

### B.J. Gleason: PBASIC

The Portfolio has no built-in language. So B.J. Gleason decided to create one. Gleason, who teaches compiler design at The American University's Computer Science and Information Systems Department, Washington, D.C., calls his BASIC interpreter PBASIC.

He recalls PBASIC's origin: "I do a lot of traveling and like to have a machine with me. The 'Port' fit the bill, but it has no built-in language. Due to the limited memory and screen size of Portfolio, other languages were cumbersome to use. While on the road, I get ideas for some programs, and I like to code them. I needed a small language that would fit the bill."

After the initial work on PBASIC was done, he added in some functions that took advantage of the Portfolio's unique features. Then at the request of Portfolio Forum users, Gleason added more features and trimmed the code to make his BASIC interpreter run faster.

### Jim Straus: XTerm2

Another top prize was awarded to Jim Straus, whose terminal package, XTerm2, gives the Portfolio modem file transferring

capabilities. It includes XMODEM error checking, a text-capturing option and programmable macros.

Straus, a senior software engineer in Palo Alto, Calif., works most often on a Macintosh, but he likes the Portfolio's easy portability.

"The reason I wrote the program was that I do most of my work on a Macintosh and the Portfolio didn't come with any software to use the serial port," he says. "I was forced to do something to make use of the Portfolio—you know the one about the mother of invention. I had to figure out how to get any software into the Portfolio through the serial port, which wasn't easy."

Thanks to Straus, Portfolio users can hook into other modems and transfer files to a variety of computers.

### Jim Casstevens: Casino

The other top prize was awarded to Jim Casstevens. His program, Casino, is a blackjack game written expressly for the Portfolio's screen. Casstevens says one reason he wrote Casino was that not much entertainment software existed for the Portfolio.

Casstevens, who lives in Kansas City, Mo., is a computer programmer for the Institutional Research Office of the University of Missouri. He usually works on an 80386 personal computer. "But the 'Port' is always there to take notes," he says, "to do a quick calculation or act as a quick reference."

The runner-up in the programming contest was Rob Kunstadt for his GO.BAT program, which offers a way to consolidate batch files while making more efficient use of the Portfolio's RAM.

Randy Rendfeld, formerly an education reporter, is a free-lance writer and bureau news reporter for The Muncie (Ind.) Star. His CompuServe User ID number is 76004,1470.

## And Now...The Victors

Author	Filename	Size
B.J. Gleason	PBASIC.ZIP/binary	21K 20706 bytes
Jim Straus	XTERM2.COM/binary	3K 2944 bytes
Jim Straus	XTERM2.DOC	6K 5623 bytes
Jim Casstevens	CASINO.COM/binary	14K 14336 bytes
Rob Kunstadt	GO.BAT/binary	7K 6584 bytes

All located in Library 16, "Portfolio Contest"

# The Year in Stock Picks

## MONEY MATTERS

### CM's Money Matters Credo:

To the casual and serious investor alike, we vow to provide sanity when the bulls and bears run wild; indeed to explain and inform. Where money matters, we'll provide the means of attaining discretion and thus the better part of financial valor.

▼  
Market Horrors  
and Happy Endings

▼  
Patent Research,  
page 28

► From failed mergers to the Ninja Turtles, Investors' Forum members found 1990 to be a mixed bag.

*"No matter how smart we are, we all make dumb mistakes about money that costs us thousands of dollars every year—often without being aware of it."*

—Clint Willis,  
Money Magazine, June 1990

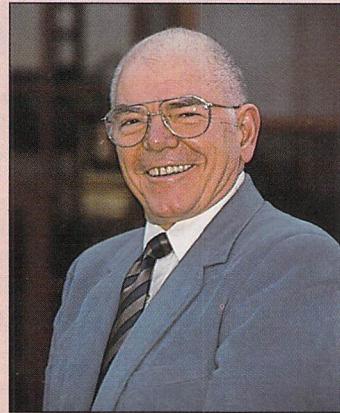
Wisdom lies in hindsight. And when investments are concerned, it's beneficial to future decisions to put all the financial statements on the table and take the good learning with the bad.

With this in mind, *CompuServe Magazine* decided to ask members of the Investors' Forum (GO INVFORUM) to bare their souls and tell us what they were buying in late 1989 and early 1990. Their investment tales range the spectrum from sheer brilliance to costly blunders, but all offer insight.

Industrial hygienist Jack Peterson and his wife, Cecelia, have built a comfortable nest egg for themselves through prudent mutual fund purchases and contributions to tax-deferred retirement programs. Despite allowing professionals to manage most of his funds, Peterson enjoys occasionally dabbling directly in the market.

Last November, a friend suggested to Peterson that Microsoft and Intel were good buys. "His opinion was based on the advent of Intel's '486 chip," he says. "All development costs had been written off and Microsoft already had done the programming of MS-DOS for it. My friend liked the fact that this chip would allow COBOL to 'fit' on PCs as well as on minis and mainframes, and thought this would be an incentive for sales." His argument seemed to be a sound one. Over the next several months, Peterson acquired 1,400 shares of Intel stock for \$40,936. He sold them in June and July for \$65,336.

Surviving in the stock market requires, for starters, a strong stomach and nerves of steel as your holdings ride a price roller coaster.



PAUL DAMIEN

### Jack Peterson

**Investment:** 1,400 shares of Intel (INTC) over a 21-month period for \$40,936.

**Reason:** "All Intel 486 chip development costs had been written off and Microsoft already had done the programming of MS-DOS for it."

**Results:** Sold at \$65,336 for a \$24,400 profit.

Consider Investors' Forum Assistant Manager Mike Elphick's story about Novell.

"I initially looked at the company," he explains, "when one of the forum's professional money manager members wanted a technical perspective. Following discussion on the message board, I bought in at around \$36, despite some analysts believing that I should have waited for a breakout through overhead resistance in the \$38 to \$40 area."

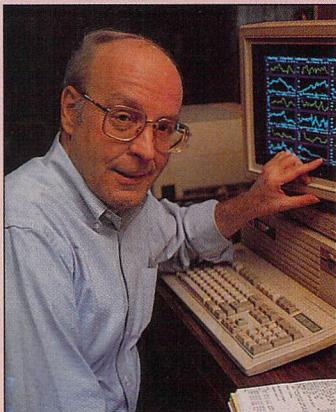
Novell quickly ran up to the high \$40s, at which point a merger with Lotus Development was proposed. On the heels of the announcement, Novell dropped to \$38.

Forum members asked Elphick his opinion of the proposed merger. "I said it was my worst nightmare—my favorite software stock merging with my most hated one." However, he decided to hold his Novell shares but sell the Lotus stock because the deal

Surviving in the stock market requires a strong stomach and nerves of steel as your holdings ride a price roller coaster.

seemed underpriced for Novell owners and might not go through. At the 11th hour, Novell pulled out. The stock responded with another run-up. "I sold in early July at \$57 1/4 (close to its high) because I was expecting a sharp market drop. We got the drop, and Novell plunged to \$51."

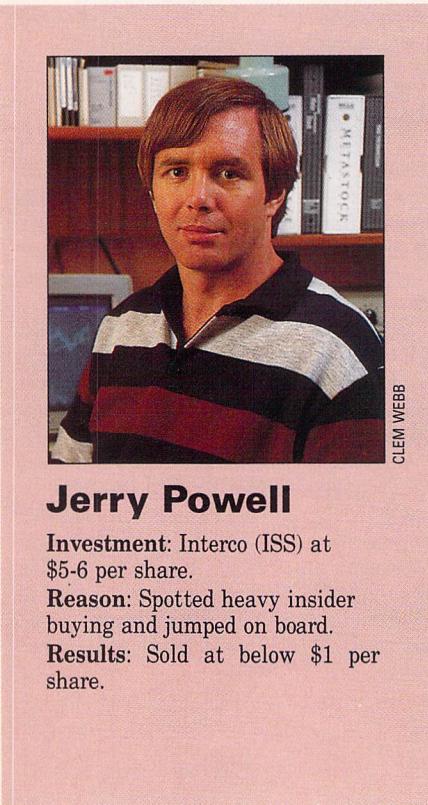
The Novell-Lotus story illustrates that no



CHRISTIAN DELBERT

## Mike Elphick

**Investment:** Novell (NOVL) at \$36 per share.  
**Reason:** A good discussion on the Investors' Forum about the stock.  
**Results:** Sold at \$57 1/4 per share.



CLEM WEBB

## Jerry Powell

**Investment:** Interco (ISS) at \$5-6 per share.  
**Reason:** Spotted heavy insider buying and jumped on board.  
**Results:** Sold at below \$1 per share.

market axiom always works. Traditional investment lore assumes that if you can identify a takeover candidate, it's a guaranteed money maker. Conversely, the stock of the acquirer falls due to potential earnings dilution created by the need to issue additional shares and the debt incurred to finance the acquisition. In this instance, both firms plummeted on the news indicating general shareholder dissatisfaction over merger plans.

Improbable as the concept might appear, investors routinely embrace simplistic systems designed to beat the market. For example, technical writer Jerry Powell of Orange, Texas, learned through extensive reading that numerous sophisticated professionals, such as Norman Fosback of the Ft. Lauderdale-based Institute for Econometric Research, place great significance on the purchases of corporate insiders. He figured that

these knowledgeable individuals wouldn't be buying shares of their own companies unless they were optimistic about its future.

Powell decided to track these filings, which are reported to the Securities and Exchange Commission. He looked for patterns of persistent buying by a number of insiders and then made sure he would buy only at or below their average price.

"In this process, I ignored everything else—what the company did, its financial strength and the prospects of its industry,"



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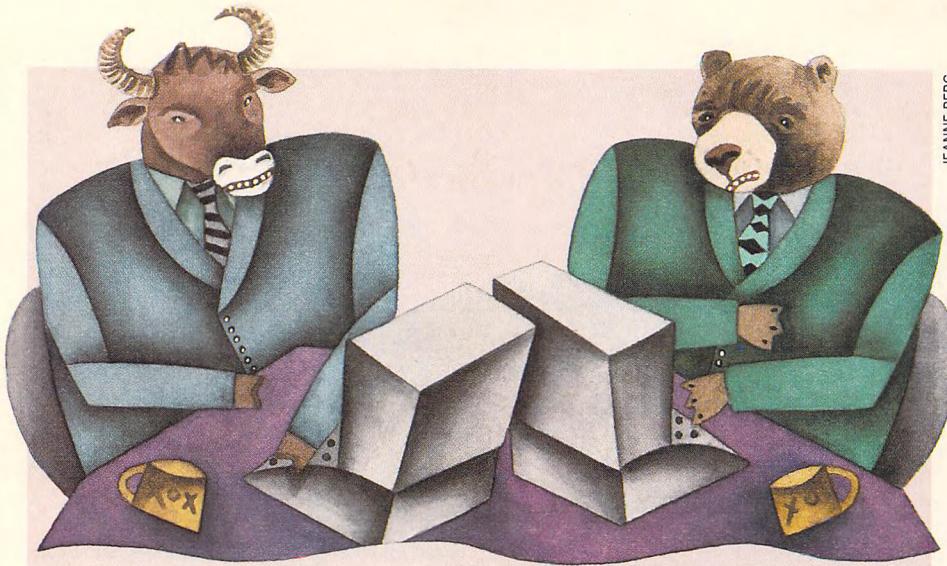
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## It Had to Happen—Fantasy Trading

Whether your interest is in sharpening your stock selecting or timing skills, winning free online connect time or just the challenge of a competition, you may want to try your hand at the year-long 1991 Portfolio Investment Contest in the Investors' Forum (GO INVFORUM).

Participants are staked to a hypothetical \$100,000, which may be invested in stocks, mutual funds or bonds. As in the real world, you can switch positions at any time. And, as in trading through your broker, commissions are charged. Players can hedge their portfolios through the sale of covered calls or the purchase of put options.

Quarterly and end-of-contest prizes will be awarded to beginner and veteran players, as described in the official rules, which can be found in Library 13, "Contests." Entry deadline is Jan. 11.

As official scorekeeper for the last two shorter-term portfolio trading contests, As-

sistant Forum Manager John Yurko has some insights into why some do better than others. "Much to my surprise, even though these contests were trading oriented, almost as many long-term investors as traders outperformed the market."

Some tips from the judge: "All who did well used superior money-management techniques, which means cutting your losses and letting your profits run. However, they did not necessarily pick a high percentage of winners; many did quite well by being right as little as 40 percent of the time."

Observing and taking part in previous contests have influenced Yurko's personal investment philosophy. "It's far more valuable than reading words or studying charts in a book could ever be. Plus, it's a fantastic way to meet people and make new online friends."

—MP

he says. "I ended up with a few good stocks, but also with my share of dogs." One of the losers was Interco. This once financially solvent conglomerate took on enormous debt to fend off a potential unfriendly takeover. Powell spotted heavy buying at the \$5 to \$6 level and jumped on board. Unfortunately, the Interco train was headed straight south, with Powell finally deciding to bail out only after the shares dropped below \$1.

"This experience opened my eyes," he says. "I now see how managers can view things through rose-colored glasses because they don't have a broad enough picture of their firm's health or its industry. I still pay attention to insider filings, but more as supportive rather than *prima-facie* evidence."

Sometimes the way to make money in the market is by carefully observing the world around you and sticking to your gut feeling,

even if it goes against the crowd. In early March, private investor Russ Holt noticed an article in *Variety*, the show business publication, mentioning that a small company named New Line Cinema was about to release a *Teenage Mutant Ninja Turtles* movie. Unable to ignore all the Ninja Turtle hype that was sweeping the under-10 age group nationwide, Holt phoned his broker to purchase 100 shares.

"I was informed by a group of experienced investors that I had paid too much (\$6 3/4)," Holt says. "They felt the movie was over-budgeted and that New Line's stock price relied too heavily on their films turning a profit. I disagreed, arguing that despite the fact that the film's major viewers would be buying only \$2 children's tickets, the film could possibly appeal to adults as well."

New Line rose to \$10 1/8 in mid-April, but then sank (along with Holt's hopes) to \$8 as

Sometimes the way to make money in the market is by carefully observing the world around you and sticking to your gut feeling.



**Russ Holt**

**Investment:** New Line Cinema (NLN) at \$6 3/4 per share.

**Reason:** NLN was about to release a "Teenage Mutant Ninja Turtles" movie.

**Results:** Sold at \$14 per share.

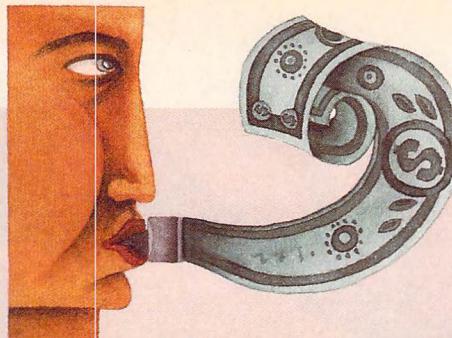
word spread that the movie, soon to open, would be a bomb. Much to his surprise, the Monday after the movie made its debut, Holt turned on the Financial News Network to hear about the success of the movie, which had set records at theaters nationwide, raking in \$25 million in one weekend. Given such a tremendous earnings boost, New Line jumped to \$13 3/4 during the next few weeks.

"I watched the price climb to \$14 and sold," Holt says. "The *Teenage Mutant Ninja Turtles*, of all things, doubled my money."

While most investors scour the world for values, Jim West, a philosophy instructor at

### MONEY MATTERS

# Happy New Year, Maybe



Want an edge in the Investors' Forum's year-long portfolio contest, or, for that matter, with your real-world investing? Then be aware of the "January Effect"—the tendency of stocks, especially secondary issues with a market value of less than \$100 million, to perform well in the opening weeks of the year. This phenomenon persists in defiance of the "random walk" market theory and the ever larger number of traders who have become familiar with it.

Popular belief suggests the cause of the effect (which occurs in about three of every four years), to be tax-motivated selling, which temporarily depresses a stock's price in the last week or two of December. Once the New Year dawns and selling to lock up capital gains or losses is behind us, these stocks, particularly those of healthy companies or industries, tend to recapture what they lost.

Finance Professors Robert Haugen and Josef Lakonishok in the November 1988 issue of *Investment Management Review* hypothesized that there are powerful structural forces in place that virtually ensure

the survival of the effect. Their argument is that the cause is the manner in which most pension and mutual fund managers are compensated.

As the year progresses, a manager's incentive to take risks diminishes. If ahead of the S&P 500 index, a benchmark for year-end bonuses, the tendency is to refocus the portfolio to mimic the S&P and, hence, guarantee the above average performance. If, on the other hand, the manager is behind the benchmark, the incentive to absorb risk is outweighed by the fear of falling near the bottom of the performance rankings. Thus, that manager also takes more of an S&P posture.

As Jan. 1 passes, the picture changes dramatically. Then, the desire to assume risk to gain an edge is at its highest. Money begins flowing into the more thinly traded secondary issues, forcing up, by the laws of supply and demand, their prices.

Will 1991 be a January Effect year? No one can say for sure, but odds favor it.

—MP

a Hawaii community college, prefers keeping his money close to home. "Being in Hawaii, far from the financial centers, analysts tend to ignore what's going on around here," he says. "It's a definite advantage reading extensive daily coverage in the local papers of what a company is doing, and it also gives me confidence being able to drive by their offices or visit their 200,000 acres of farmland. Thus, in the choppy market environment of the last two years, I feel a lot more secure in retreating to local stocks."

One such stock that West bought late last year was FirstFed America Honolulu, a \$900 million fiscally stable and conservative savings and loan. Within 6 months, his \$28-a-share investment turned into a tidy profit as the state's largest bank holding company, \$9.8 billion Bancorp Hawaii, paid \$140 million to gain control of the thrift.

West adds this cautionary note: "Living in Hawaii, where the weather is always nice and the local real estate market looks like Boeing's chart, I tend to be on the bullish side. This is really dangerous because I know the economy of the Northeast has a greater impact on investor action than what's happening in my backyard."

*Mike Pietruk is a forum manager of CompuServe's Investors' Forum and an assistant vice president of Preferred Savings & Loan in Chicago. His CompuServe User ID number is 76703,4346.*



CARL SHANEFF

## Jim West

**Investment:** FirstFed America Honolulu (FFA) at \$28 per share.

**Reason:** FFA was a \$900 million fiscally stable, conservative savings and loan.

**Results:** Sold at \$36 per share.

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# Do the Rights Thing

## ► Checking on investment potential? Research the firm's patent holdings.

Alpha-Beta Technology Inc., a small, promising start-up biotech company in Worcester, Mass., develops biogenetically engineered carbohydrates for use in the food industry. For all practical purposes, it has no commercial products and no sales, but it does have patents.

At some point, it is likely to go public. An investor will be able to analyze the company by sales and earnings growth, stock price and perceived value. But the data to be gleaned from the usual sources—annual reports and SEC filings—won't reflect Alpha-Beta's real worth.

Since a company like Alpha-Beta's greatest assets are its patents, the only way to determine the company's real worth and potential as an investment is to investigate its patents. A solid patent position is more valuable than the few early sales and more indicative of long-term success than initial earnings figures.

Patents are not just an issue when investigating new companies. They are a valuable corporate asset that can have a big impact on the bottom line of even large, mature corporations. For example, Polaroid will reap a bonanza of badly needed cash from its successful patent-infringement lawsuit against Kodak, which, along with the damage award, drove a formidable competitor out of the instant photography business.

Patent research also can lead investors to companies with often overlooked and undervalued assets that can fuel future growth. Patents are precursors

to new products, the lifeblood of growing, successful companies.

But how is an investor to know about a company's patent position, except to take it on faith? New patents are sometimes highlighted in a company's annual report. The company's investment in research and development, a figure included in the financial statements, can indicate an aggressive patent strategy (as can legal costs incurred protecting a patent against infringement). However patent information isn't generally included in the information available through the usual investment data sources. Instead, investment professionals turn to patent databases to investigate a company's patent holdings.

For investment professionals, such as David Warnock, vice president of T. Rowe Price Associates Inc. in Baltimore, patent and trademark information is crucial to any investment analysis. "You've got to determine whether their patents and trademarks are worth anything," he says. For professional investment managers, patent and trademark investigation "is like visiting

a plant." Even personal investors, Warnock advises, shouldn't invest any significant amount of money in a patent-driven company without first checking the patent situation, if only for peace of mind.

James Johnson, a lawyer with the Atlanta firm of Jones, Askew & Lansford, specializes in patent and trademark searches for a client, D.H. Blair, a New York investment firm. When Blair is considering a company, "We go into the patent databases and immediately find out if they own the patents," says Johnson. Particularly with new, technology-based companies, "If they don't have patents, they don't have anything," he says.

Personal investors can and should perform the same "due diligence" when planning their investments, especially when it comes to high-growth, high-risk, emerging technology stocks. CompuServe provides access to several patent databases through IQuest, including the major patent databases: Claims™/US Patent Abstracts and World Patents Index.

For an investor, the key is to be able to search the databases by fields. A patent lawyer or a scientific researcher is likely to search by patent number, subject or class, but investors do best searching by patent assignee (owner) or inventor.

The Claims™/US Patent Abstracts series of databases is field searchable, as is the World Patents Index. The US Patent Office database, also available on IQuest, and a number of the smaller, specialized patent databases, such as EPAT (European patent applications), FPAT (French patents), and JAPIO

## Online Resources

Following is a list of databases offering patent information in IQuest (GO IQUEST). For an investor, the key is to be able to search by patent assignee (owner) or inventor rather than patent number, subject or class. Please note that some of these databases can only be searched by subject.

Claims™/US Patent Abstracts  
World Patents Index  
Claims™/US Patent Abstracts Weekly  
Claims™/Citation  
US Patent Office

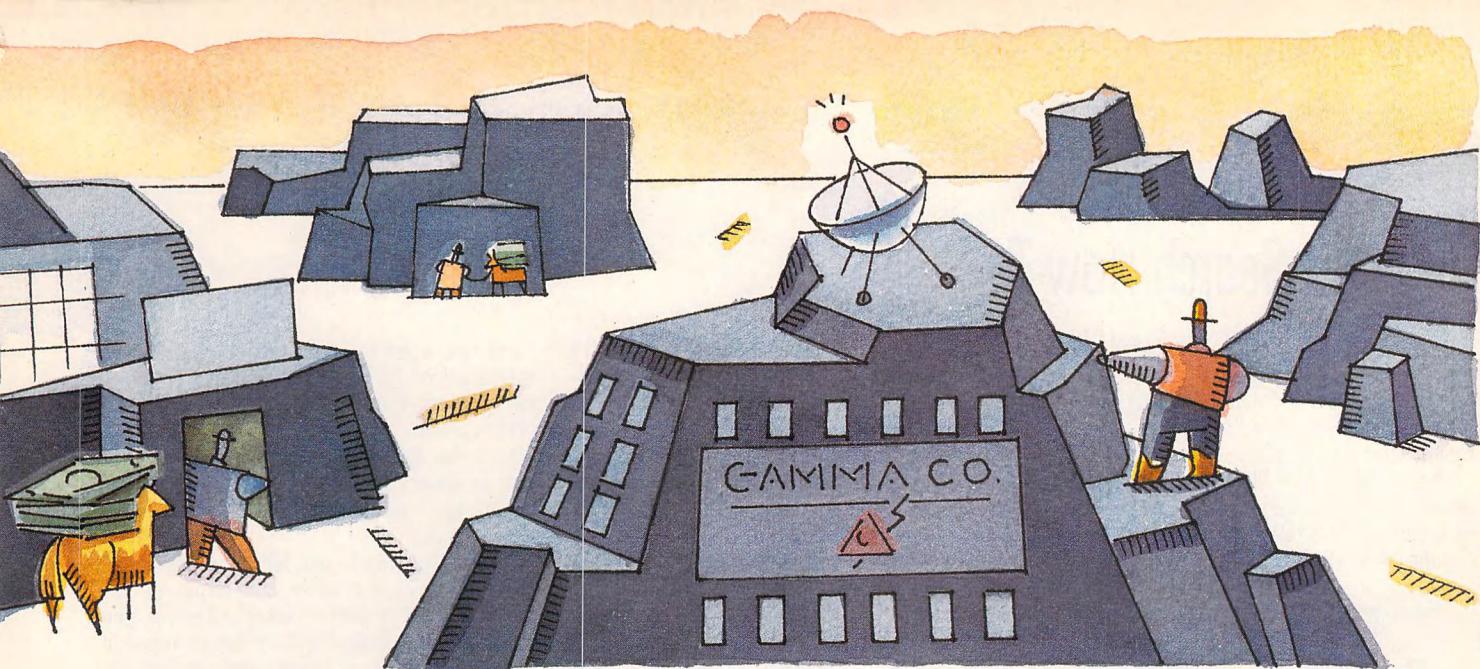
EPAT (European patent applications)  
FPAT (French patents)  
JAPIO™ (Japanese Patent Abstracts)  
PATDATA (US Patents)  
Patent Abstracts of China

### Additional research areas, also available in IQuest:

**Innovator's Digest:** A newsletter with an eye on promising and not-so-promising innovations. Useful in identifying trends, companies and areas to explore.

**DMS Contract Awards:** Offers information about the award of federal government research contracts.

**CA Search:** Indexes significant articles and documents covering all branches of chemistry.



ROBIN JAREAU

(Japanese patents), are not field searchable.

Investors begin a patent investigation with the name of the company and the names of the key principals. In growing technology companies, the founding principals are often the patent holders. For instance, Alpha-Beta was founded by Spiro Jamas and Don Easson, post-doctoral researchers at MIT, which holds the patents. (See "A Patent Search How-To" on page 30.)

Another approach is to start with an IQuest SmartSCAN. SmartSCAN allows you to quickly review several pre-selected patent databases with a single search entry. SmartSCAN starts with nine category choices. Select Option 4, "Law, Patents, Trademarks." The next menu gives you three subchoices. Pick Option 2, "Patents." You are then asked how you want to search: by patent number, description, assignee or inventor. Follow the prompts and, after a brief wait, you'll see a menu listing the searched databases and the number of records matching your search in each. There are additional charges for using SmartSCAN. From your SmartSCAN results, you can retrieve one or all of the citations by selecting the databases from the SmartSCAN results menu. The SmartSCAN results menu will list both abstract and full-text databases. For investment purposes, abstracts are usually sufficient.

As an investor, there are several reasons to use patent databases. First, there is peace of mind—confirming that the company has the patent position that it claims. A thorough analysis of the patent and related patents, using subject searches, can show just how broad a territory the company has staked out and how strong its claims are. Some knowledge of patent law and the particular field is recommended if you want to do a definitive job.

You also can use the patent databases to identify emerging companies with investment potential. By searching for patents by subject, you can determine who is doing leading-edge work in a particular field. If you

suspect, for instance, that superconductivity has great investment potential, you can research related subjects to identify promising superconductivity players for possible investment.

Some other IQuest databases, not strictly patent oriented, will help in this effort. *Innovator's Digest*, a newsletter covering the latest activities in the area of innovation,

can be used to identify trends, companies and promising areas to explore. The DMS Contract Awards database contains information about the award of federal government research contracts. These contracts can lead, eventually, to commercial patents for the organization.

For example, a search of *Innovator's Digest* using key word "superconduct" (the / allows you to search for words beginning with the root "superconduct") generated more than a dozen abstracts on activity in that field and identified a number of companies. A search of the defense-oriented DMS Contract Awards database by product/weapon using the same key words turned up another dozen research awards and more companies worth watching in this field.

From there, you can go to the many financial and corporate information databases offered through CompuServe to investigate any of the cited companies as potential investments and retrieve more information on the most promising companies.

In addition to patents, trademarks are another corporate asset often overlooked by investors. When researching a potential investment, it may be wise to investigate the trademark situation, if the trademark is critical to the company's success. Trademarkscan® Federal and Trademarkscan® State are the key databases in this area and can be accessed through IQuest. The databases contain all registered trademarks, but a valid trademark need not be registered if it has been established through common usage. In most cases, a trademark is less indicative of the company's investment potential than patents.

Patent and trademark investigation adds a little more work and cost to your investment research, but it can pay off in important ways. Besides providing peace of mind, patent research in particular can keep you one step ahead of the crowd, leading you to companies with important assets that are often overlooked and undervalued in routine financial and corporate analyses.

## MONEY MATTERS

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GO OLI for more information.

# A Patent Search How-To

To begin an assignee or inventor patent search, type GO IQUEST. GO PATENT brings you to a short menu of databases and allows you to search only by patent subject rather than by company or inventor.

From the IQUEST main menu, select either a search of the database of your choice or a SmartSCAN (a search of several related databases at the same time).

**PRESS TO SELECT Main Menu**

- 1 IQuest-I System helps select the database
- 2 IQuest-II Search a database of your choice
- 3 SmartSCAN Search multiple databases
- 4 Instructions
- H for Help, C for Commands

Total charges thus far: \$0.00

->

Selecting either Option 1, "IQuest-I" or 3, "SmartSCAN" from this menu leads to a series of additional menus designed to let the system focus on your criteria. For instance, the first menu asks you to choose your topic from a list that includes:

**PRESS TO SELECT**

- 1 Business
- 2 Science & Technology
- 3 Medicine & Allied Health
- 4 Law, Patents, Trademarks
- 5 Social Sciences & Education
- 6 Arts, Literature, Religion
- 7 People
- 8 News
- 9 General Reference
- H for Help, C for Commands

Total charges thus far: \$0.00

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After you choose Option 4, a subsequent menu asks you to specify which of the three topics you want (law, patents or trademarks). You then are asked if you want to scan or search by patent number, patent description, patent assignee or patent inventor. Finally, you are asked to enter your search terms. You may enter the letter "H" at the prompt for a list of search guidelines and tips.

As an investor, you probably will search both by inventor and by patent assignee. In a test, I found that a search by assignee of both Claims™/US Patent Abstracts and of World Patents Index for patents assigned to Alpha-Beta Technology turned up nothing. Here was a company that claimed multiple patents as its great asset: If I were an investor, I

would be nervous. But a search by inventor (Don Jamas or Spiro Easson) turned up patents on both databases. The reason is that Jamas and Easson received their patents while they were at the Massachusetts Institute of Technology, and the patents are assigned to MIT, not Alpha-Beta.

Suppose we were using the "SmartSCAN" option to scan for patents by Jamas or Easson. Following the search guidelines, type JAMAS S/ OR EASSON D/ at the key word prompt, and the system begins scanning relevant databases. When the scan is complete, a "results menu" is displayed, showing which databases contain information on your topic, like this:

Patent Inventor scan results for: JAMAS S/ OR  
EASSON D/

**PRESS TO SEARCH**

Results Format Source Type

- Chinese Patent Abstracts 0 abstract patents
- 1 Claims (1950-to date).....2 full text patents
- 2 Claims Weekly (current).....1 full text patents
- 3 World Patents (1981-to date).....5 abstract patents
- World Patents (1963-1980) 0 abstract patents
- H Database descriptions
- M Main Menu SOS Online assistance

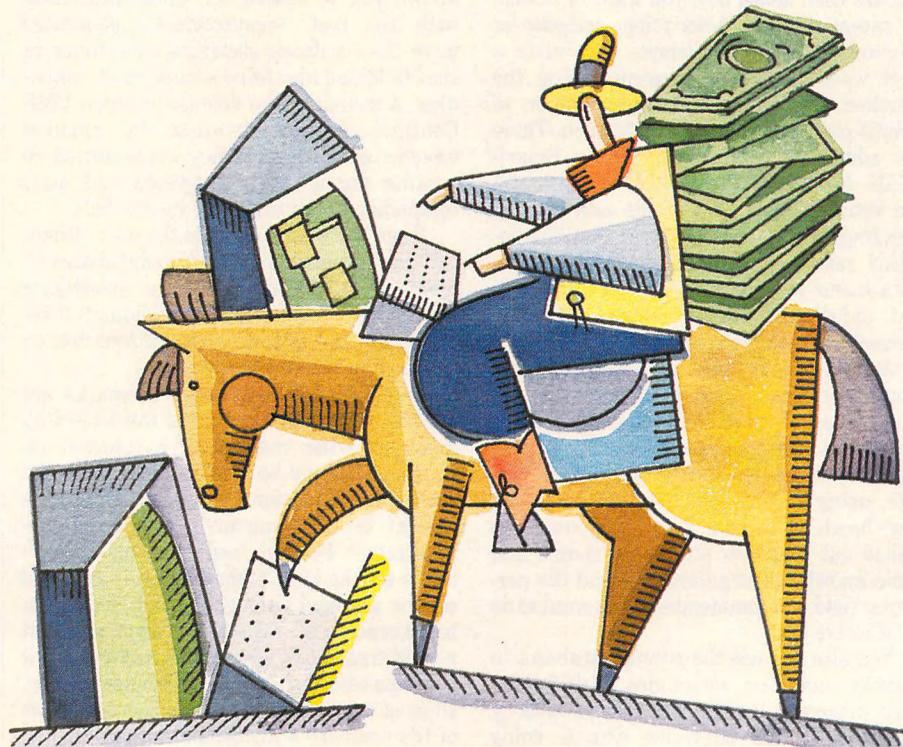
Total charges thus far: \$5.00 ->

If you want to continue the search, you might select Option 1 at this prompt to see the patents the scan found in the Claims (1950-present) database. IQuest then accesses the databases and displays titles of the selected patents in menu form, from which you can choose to view the entire patent text.

The third way to use IQuest is IQuest-II. In this case, you enter the name of the database you want to search. Unless you know that the patent will be found in one of the smaller, more specialized databases, start with either Claims/US Patent Abstracts or World Patent Index. The Claims/US Patent Abstracts database covers most US patents since 1950 and has been broken into several smaller databases on the basis of chronology: 1950-1970, 1950-present, 1971-1981, and 1982-present. The World Patent Index is divided into two parts, 1963-1980 and 1981-present.

Enter the database as you know it, coming as close to the exact name as you can. If you don't hit the name exactly, the system responds with a selection of databases that are close, including the one you want and others that might be appropriate. After that, you are prompted for search terms, as described above.

*Alan Radding is a Boston-based free-lance writer specializing in business and technology.*



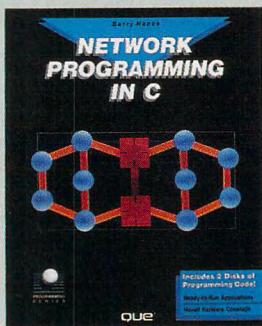
ROBIN JAREAU

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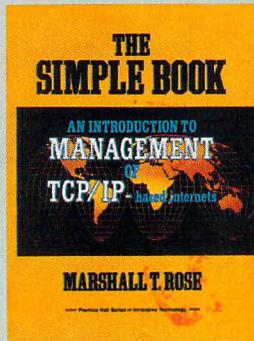
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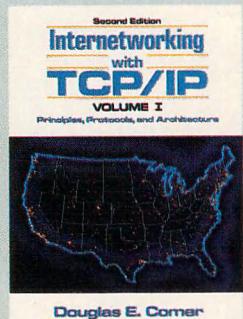
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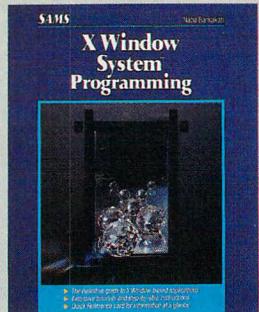
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3. Select #3, "Enrollment Application" from the Travelers Access menu.
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TO90CS

# COMPUERVE

## MAGAZINE

Inside the Cupertino 'Campus'

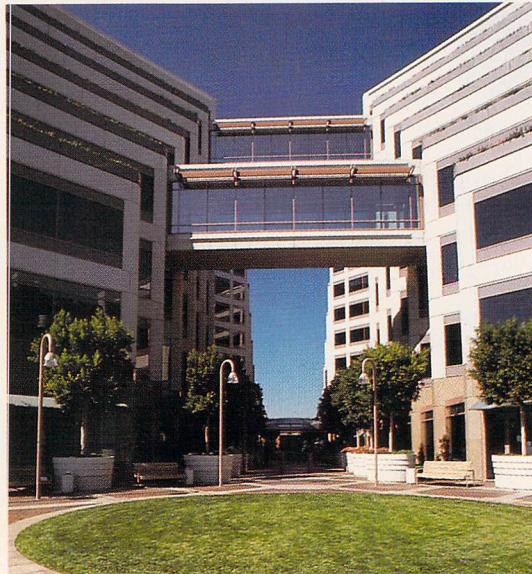
## Life and Work at Apple

by Lynne Verbeek

It's noon on Wednesday at Apple's headquarters in Cupertino, Calif. The band is playing '60s rock 'n' roll in the outdoor amphitheater, and smoke from the barbecue grill wafts across the patio between the two eight-story, modern office towers. Nobody's really sure what the occasion is, since Apple's parties are usually on Friday afternoons, but people line up at the buffet table and spread out on the expanse of green lawn in front of the band. Apple's headquarters is still referred to as "the campus," and the clusters of casually dressed people resemble a somewhat older student body. More people are wearing shorts than ties.

What's it like to work at Apple? People talk about the hard work, the stress of the recent changes and layoffs, and the great benefits, including on-site fitness and day-care centers. But there's also the feeling of something special about Apple, something that makes it exciting for them.

*continued on page 2*



Silicon Valley landmark: Apple headquarters

This special editorial insert was created to help Macintosh users get the most out of Mac forums and services on CompuServe.

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New Software Designed for Mac Users

## Point, Click on CompuServe

by M. Jill Hoffmann

For those members who want to be fully interactive with the Information Service, CompuServe Information Manager<sup>SM</sup> is the answer. It aids in locating valuable services and communicating in real time with other users, according to Alec Sutliff, CompuServe product design representative.

Complete with icons and other Macintosh-like features,

such as pull-down menus, graphic display and mouse capabilities, CIM makes CompuServe look and feel like any other Mac application. Many Mac users, especially those who are new online, hail CIM as an intuitive guide for their exploration of the Information Service.

"CIM is the greatest thing since the Macintosh!" says Alan Pilkington, a systems software

engineer for Lear Astronics Corp. in Thousand Oaks, Calif. He used to have trouble exploring the service and was about to give up until he found CIM.

Sutliff is pleased, but not surprised at such a comment. He frequently hears from users with similar problems. And, at the Macworld trade show in Boston in August, he saw first-

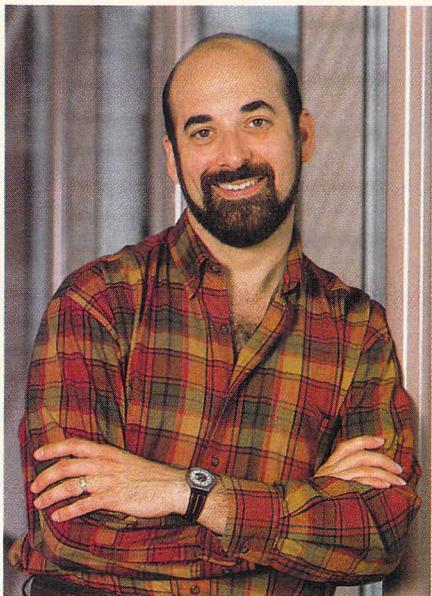
*continued on page 5*

## Mac Celebrities!

CompuServe members have a unique opportunity to talk with Macintosh industry leaders. The MAUG Celebrity of the Month program has featured such guests as Steve Brecher, Jean-Louis Gassée, John Sculley and Dave Sutliff. For details on upcoming guests, visit the Mac New Users/Help Forum (GO MACNEW) and also watch What's New (GO NEW).

## MACINTOSH SPECIAL INSERT

*Life at Apple*  
continued from page 1



CINDY CHARLES

**Apple's gone through many changes this past year. Is that a good thing?**

I think it's both positive and negative. The positive side is that we're constantly rethinking our strategy, to bring us closer to our customers and make us a more effective organization. The negative side is that you have to recreate your support structure, and get all the pieces—such as production, editing and formatting—working again, and that can be frustrating.

**You've just hired three people for your new group. What do you look for in an employee?**

**C**lifford Guren came to Apple four years ago as a consultant to write training pieces. Now he manages a newly formed group responsible for creating electronic publications to support Apple's networking and communications products, including training disks, online help projects and electronic reference projects. When I met him, he was only partially moved in to his new office.

I look for the appropriate skills, and I also look for personality. Apple is a fun place to work because most of the people here enjoy their work, and that's a personal value. I look for people for whom work is not their life, because, again, the reason why Apple's fun is because people bring so many diverse interests and skills to work.

**What about someone who says 'I can work only 40 hours a week'? Does that fit in with Apple's work ethic?**

I'm that kind of employee. I didn't start out that way, but I am now. I have a wife and son who I'm very devoted to. I think the odds are starting to favor that individual as the median age increases.

**Is there a commitment on the part of the company to develop employees' skills and keep them with the company?**

I think this is sort of a paradox. Yes, there's a commitment, but Apple also has a tendency to spin people out. Many times people form their own companies and spin

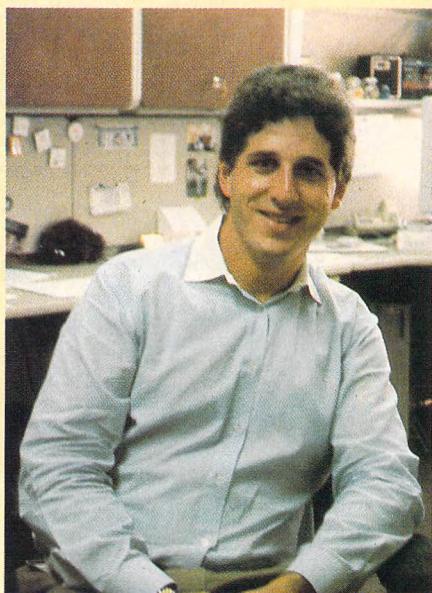
off into areas that help support the larger Mac community. We have been a success partly because of that third-party community.

**What do you find rewarding about working at Apple?**

Being at Apple today enables me to work in an area that I wouldn't be able to work in anywhere else. How many companies are focusing on electronic publications? That's one issue. Second, because it's Apple, I've been involved in developing part of a platform that's now going to become a permanent part of the Macintosh experience. If I were somewhere else, I wouldn't be able to work on things that have such a pervasive effect. That's really exciting.

**Would you say that Apple's a good company to work for?**

It's a wonderful company to work for. I've worked for other major corporations, and it's a night-and-day difference. This truly is an enlightened corporation.



LYNN VERBEEK

**A**nthony Bay was the manager of AppleLink product management and business development when interviewed for this article at the end of August 1990. In September he moved to Paris with his wife and two young children to be the manager of AppleLink Business for Europe.

**What does AppleLink do for the company?**

We use electronic technology as a company worldwide. If you took AppleLink away, Apple would not work. It's built into the fabric of the culture. It's the way we do business. Because it's universal, it gives people a forum to come together, to talk, to work on a team and do a lot of things that

we talk about the technology being able to accomplish.

**As Apple has grown over the years, has it developed a lot more policies and procedures?**

There are policies and procedures at Apple, but considering the size of the company, there's a lot less than you would expect. And

that's both good and bad. Apple is a fairly chaotic place. It's not highly structured, and as you can clearly see by watching the names change in the boxes in the organizational (or "org") charts, Apple is a fairly fluid environment.

### Is that part of the appeal of Apple?

Yes. It depends on your perspective. If you want to have a job and know what you do and come to work 9 to 5, Apple will drive you crazy. If you like more of a free environment, with less structure, and the opportunity to try different things, Apple's great.

### Where is the center of control, is it with the department manager?

Control?

### You're not going to come in one day and find your job's totally changed ...

Sure, that's possible. Any one of 50 people could have done that. Your manager can change your job, your manager's manager can reorganize the whole group, a senior executive can change things, and although

that's less likely, it happens. The company tends to change direction, and so there are a lot of variables that lead to it not being a stable situation.

### Is there a way for people to have a say in what goes on at Apple?

Yes. We use a thing on AppleLink called Hotlinks, where there's a lot of ongoing discussions of hot issues of the day. On AppleLink you can send messages to anybody you want, including John Sculley, and people do it all the time.

### What do you look for when you're hiring?

When Apple first hires someone, there's a skills evaluation for a job fit and skill perspective. And then there's what's called an "Apple fit," which looks at how the person will succeed in this culture.

### What's the corporate culture like?

People are here because they believe in the technology, and they believe in the ability to make a difference. Apple is a very

competitive environment in the sense that there's a lot of bright, capable people here, so you won't stand out without being really committed. It's a high-performance environment. If you like that, and I do, it's good.

### What's the greatest challenge of working here?

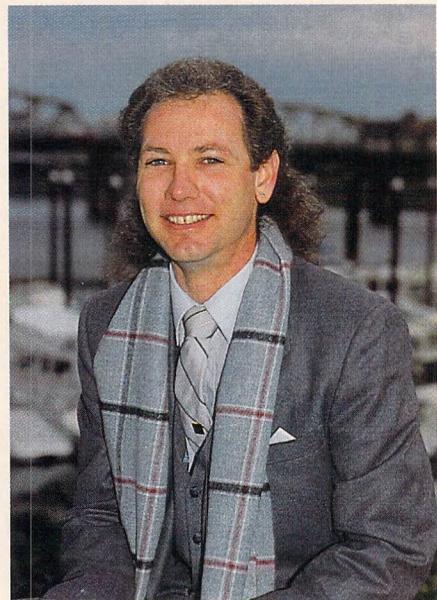
Apple's an opportunity-rich environment. There's always more to do, and not just routine stuff; there's a lot of exciting things to do. So the challenge for me personally is balance, so I have a life beyond work.

### Have you taken advantage of any of Apple's special employee benefits?

I just finished a two-plus year MBA program, which Apple sponsors in conjunction with San Jose State University. Some of the classes were held here on the Apple campus. Apple will reimburse you for a lot of educational and personal development kinds of things.

### Do you like working here?

I love working here. Apple's been very, very good to me.



KRISTIN FINNEGAN

product succeed. It was a great time. I met my wife there; she was one of Steve's personal assistants.

### When did things change?

On the fateful day when the board met and John Sculley outlined the new direction of the company, Steve Jobs' name was not on the org chart. We all knew the roller coaster ride was over. It was a very gloomy day.

### What did people expect to happen?

We expected a metamorphosis, because you can't keep buying juices when the division changes from 60 people to 600. But the management style changed, too.

Instead of 'here's the problem, you come

up with a solution,' it became 'here's the problem, here's the solution, now you build it.' So a lot of the creative geniuses, such as Andy Hertzfeld and Burrell Smith, started leaving.

### What made the difference?

The company was looking for a leader from outside, from a Fortune 500 company, who knew how a Fortune 500 company should be run. And that was frustrating, because Apple had gotten successful by changing the rules.

### Do you think Apple's just like every other company now?

At this point, I do. Apple's being run by the shareholders now. When I started, we

### What was it like to work at Apple in 1984?

In '84 and '85, working at Apple was the absolute best job in the world. Steve Jobs demanded a lot, but he also knew how to relieve the stress. He bought us top-of-the-line stereo equipment, we had a full kitchen and a \$10,000 a month juice bill, and he threw great parties for us. We were working 16 hours a day, because we all believed in the Macintosh, and we knew that the world didn't. We all had a passion to see that

were excited by the technology, and about making great new products. Now there's an 18-month time limit on any new project. If it won't be done by then, or if they think it will cost too much, you can't do it. Jean-Louis Gassée (former president, Apple Products) would get around that by putting it down for 18 months, and then asking for an extension, and that worked for a while.

### When you look back at your experience at Apple, what do you think?

I think I was in the right place at the right time. I had great opportunities because I was there at the Mac's infancy, and now I know that product inside and out. I personally know the presidents of most of the larger software and hardware companies in the Mac community. I'm a consult-

ant now, and my experience at Apple gives me a lot of clout.

I also got to do some great projects. One of the most fun and exciting things I ever did was a project for Walt Disney World. Being at Apple gave me the chance to work on things that still exist and will last.



LYNNE VERBEEK

### What was it like coming to Apple?

My first impression of the whole thing was, "Holy cow, here I am." It's like if you are a Catholic all your life and suddenly you're at the Vatican. You have a sense of history, and a sense of reverence.

I met with Jean-Louis Gassée about six or eight months after I started. I'd read his book. This was the guy who was bigger than life to me. In person, he's funny and very articulate and intelligent. It was awesome to be there in the same room. What's interesting is that to a degree I still feel like that. Apple is truly a special, deranged, but incredibly stimulating and interesting place.

### People do seem to have strong feelings about Apple, and about the Mac.

There is a certain type of person who is strongly attracted to the Macintosh. There's no nice way to put this—there are Mac people and then there are other people. Mac people tend to be the real cutting-edge people. They're very creative, risk takers and leaders in whatever field they happen to be in. And the Macintosh is truly on the lead-

**S**cott Converse has been involved with the Macintosh since 1984, when he was working as a consultant and Apple dealer in Denver. He started the Colorado Mac Maniacs in 1984, now the Colorado Mac Users Group, and was co-founder of Club Mac, a national Mac users group. Converse came to Apple in 1987, and now works in Developer Services, managing the Electronic Media Group. His group creates the electronic information for Apple's Certified Developer base, about 10,000 developers worldwide.

ing edge. Because it's so different, it becomes a personal thing to them.

### Why is that?

It becomes personal when you realize you're using a piece of machinery that can make you work and think better. It augments your mind. And because of that, you start to realize that you can change your surroundings, your community, your society. Through critical mass, the Macintosh can change the world, if enough people can get hold of it, and I think that's starting to happen.

### What does it take to work at Apple?

You have to have a passion for what you do. There are many jobs that, as Gassée would say, are not sexy, but must be done, and it's incredible to see the creativity people bring to such jobs as working in the mailroom or in distribution. Those people come up with amazing systems to make stuff happen better. Everybody who does something at Apple tends to take it to an extreme. Apple is in essence an organization of overachievers.

### What's Apple's sabbatical program?

Once you hit five years at Apple you get a sabbatical, which is six weeks paid time off. You can also accumulate up to six weeks

vacation, so people can leave for two or three months. What happens is that you have a fair drop out rate. When you go off on sabbatical, you realize things—that there's more in the world than Silicon Valley and Apple Computer. About 10 percent to 20 percent who go on sabbatical don't come back, and the vast majority of those start their own companies. Apple encourages that. Apple is not designed to keep people around for 30 years.

### How do you like working at Apple?

I'm still kind of amazed that I get paid to do the work, because this is what I'd be doing for fun if I wasn't getting paid for it. Apple tends to attract those kinds of people. So if I'm at work 10 or 12 or even 16 hours a day, it just means I've gotten to play that much longer.

### So you have no plans of leaving?

I do plan to leave. I'm not real big on the Bay Area. I love Apple, but I'm from Colorado, and I want to get back to the mountains. It's not time now, but within the next two to three years I want to leave and start my own company. ◀

*Lynne Verbeek, managing editor of Computer Currents, is based in Emeryville, Calif. Her CompuServe User ID number is 75300,600.*

## MACINTOSH SPECIAL INSERT

### Mac CIM continued from page 1

hand just how popular CIM has become among CompuServe's Macintosh users.

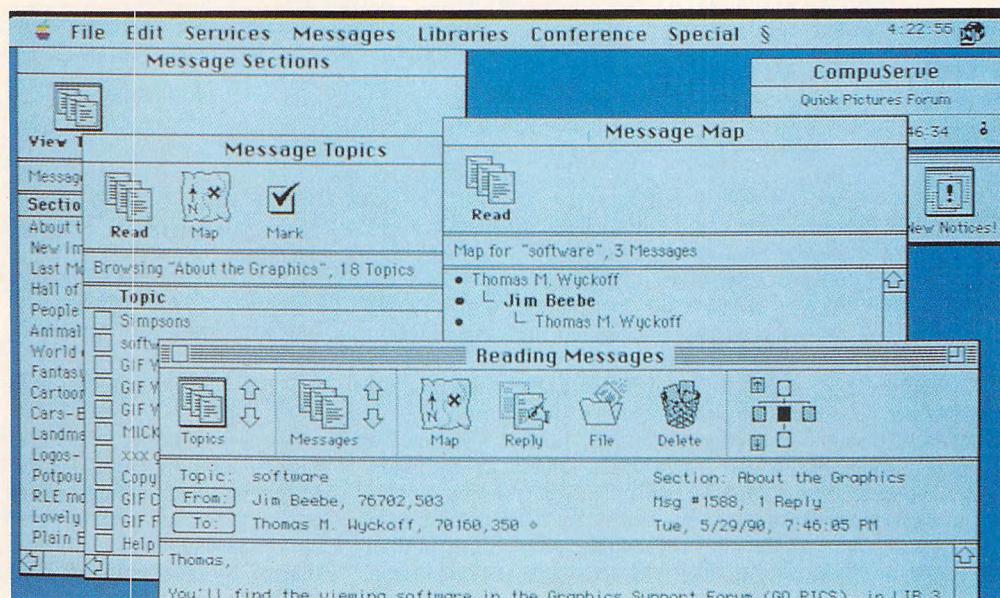
"We sold nearly 800 copies of CIM at Macworld, and thousands more have been sold since," says Sutliff. "Most people were sold on CIM right away and couldn't wait to watch our demonstrations."

Sutliff notes that many appreciate CIM because it lets them explore CompuServe without having to deal with traditional CompuServe commands. Mary Rasmussen, a computer production artist from Seattle, agrees: "I think CIM makes CompuServe much more accessible for Mac users," she says, "especially for those of us who have never used anything but a graphic interface."

Joe Sewell, a software developer from Melbourne, Fla., also appreciates CIM's flexibility. "I can move around freely using Favorite Places without memorizing GO commands or key words," he says. "CIM even connects to CompuServe for me as needed." Sewell, who has recommended CIM to friends, uses it for interacting in his favorite forums and conferencing but also finds it helpful when downloading files or visiting new areas.

Developed with the new user in mind, CIM's streamlined operation has proven cost-effective, according to Kim Dickson, a CompuServe end user support representative. "The program lets you click on an icon representing a particular area and simply go there, quickly and efficiently," she says.

Also well received by CIM users is the ability to indicate and retrieve messages or files in the forums. By looking at the topic names and library descriptions, you can indicate the messages or files you are interested in, and CIM will earmark them until you are ready to retrieve them. CIM will retrieve all of the marked items at once and even allow an automatic



**CompuServe Information Manager's** windows and icons allow easy access to forum message sections and topics, plus the ability to see a "map" for a particular message "thread."

disconnect when the download is finished. This saves connect time and money.

"Several mail features make correspondence easier for the new user and also minimize online connect time," says Sutliff. In addition, CIM lets you compose messages and electronic mail offline. They can be stored in an Out Basket until you are ready to send them, at which point CIM will log on and send all of the mail. You then can either choose to go else-

where in the service or disconnect.

CIM provides an address book to store names and User ID numbers of people with whom you most often communicate. David Oglesby, a systems analyst with the data processing department of the Anchorage (Alaska) School District, finds this a particularly handy feature. "The address book eliminates the need to remember those long User ID numbers," he says.

These and other comments concerning CIM are collected by Sutliff in the Macintosh CIM Support Forum (GO MCIMSUP) where the Mac CIM support team discusses the software with users. For example, Oglesby has picked up valuable hints on using CIM effectively from this free forum. "It gives me a chance to talk about the product without worrying about the meter running ... a winning situation for everyone involved."

For new users, CIM is more than just easy access to CompuServe. For some it is a route to new ideas. Says Oglesby, "CIM has opened a big window for me, and I feel that my online accessibility to CompuServe has increased tenfold."

Others agree. "CIM is the best thing that ever happened to me," says California meditation teacher Swami Gurupremananda. "Before CIM, I used to get lost in the forums, so I avoided them. Now CompuServe is like a mentor. For any question that comes up, there is a forum where I can find an answer. My thanks to the CIM development team for a job well done!"

### Find CIM Support Online

The CompuServe Information Support Forum for Macintosh users (GO MCIMSUP) supports CIM users free of connect-time charges. Forum members exchange ideas, information, and tips and techniques for using CIM. CompuServe Customer Service is available in the forum to address CIM-related questions. Articles about using CIM are available in the support forum and also in the CIM software database area (GO MCIMSOFT).

### How to Order Your Copy

CompuServe Information Manager costs \$24.95 (including a \$15 CompuServe usage credit) and is available in the CompuServe Store (GO ORDER).

*M. Jill Hoffmann is an editorial intern for CompuServe Magazine.*

Mac Gurus Pick Their Favorites

## Unbeatable Utilities

by Michael Naver and Patrick J. McKeand

**T**hey're the influentials and gurus of the Macintosh world, but they benefit from utility software, just as many Mac users do, to make their Macs run better.

We've asked them to choose their favorite utility files for the Macintosh, and tell us why. It could just be that their favorite utilities might turn out to be yours, too.

Each of these utilities is a free or low-cost shareware program that you can download from CompuServe's Mac forums. The file extension SIT means you'll need to "unstuff" the file using another Mac utility called StuffIt (GO MACCOMM, Library 4, "Communication Programs/Utilities," file STUFFI.BIN, to download a copy).

Our experts run the gamut from CompuServe forum managers to authors, editors and Macintosh system designers. Here, in their own words, are their favorite utility files and why they like them.

### Robert R. Wiggins

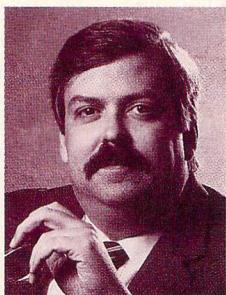
Austin, Texas  
Contributing Business Editor, *MacUser*; Executive Sysop, Macintosh Forums

#### Favorite File: Disinfectant

Available in Macintosh System Software/Hardware Forum (GO MACSYS), Library 6, "Utilities," file DFCT\*.SIT.

Disinfectant, already an excellent virus-eradication program, has been significantly improved, with a better user interface. It's an INIT that protects your files even while you're working, not just after the fact. Also, it covers the new CDEF virus. These improvements put it into the class of commercial virus-eradication programs.

It's still provided free of charge because John Norstad of Northwestern University and a team of programmers and virus hunters work on Disinfectant not for money or glory but as a service to the Macintosh community.



GREG MYHRA

### Tom Nalevanko

Agoura Hills, Calif.  
President, Mainstay

#### Favorite File: MCS (MultiChannel Communication System)

Available in the Mac A Vendor Forum (GO MACAVEN), Library 7, "Mainstay," files MCS.APP/binary and MCS.WRT/binary.

Authored as shareware by Yves Lempereur, MCS is absolutely the best way to transfer a file between two Macs by modem. In fact, you can transfer files in both directions at the same time very effectively.

We use MCS to transfer files between our Los Angeles and Brussels operations. MCS also allows us to chat during the transfer. Mainstay, one of the original Mac developers, supports the program as a public service.



PAUL PROISSE

### Russ Wetmore

Sunnyvale, Calif.  
Vice President, Product Development,  
Aapps Corp.; Software Author

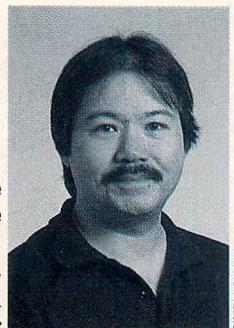
#### Favorite File: Launcher 3.5

Available in the Mac System Software/Hardware Forum (GO MACSYS), Library 6, "Utilities," file LAUNCH.SIT.

Launcher makes it easy to access applications and documents. It also allows you to automatically change screen depth for applications that work better at, or require, a specific depth.

I have 660MB of applications and documents on my Mac IIx related to programming, project scheduling, budgeting, report generation and telecommunications. My applications and documents are spread out over six volumes and countless folders. I create Launcher documents for several of my main ones and place them on my desktop.

Launcher, by Bill Steinberg, also is helpful when switching to programming environments such as MPW and THINK C. Editing text is easier and faster in two-color mode. Launcher sets the screen depth to two colors automatically when I run these applications. Other uses are for games that expect 16 colors or paint programs that expect 256.



CINDY CHARLES

### Heidi Roizen

Mountain View, Calif.  
President and CEO, T/Maker Co.;  
Board of Directors and Past President,  
Software Publishers Association; Board of  
Advisors, Software Entrepreneurs Forum.

#### Favorite File: Superclock

Available in the Mac System Software/Hardware Forum (GO MACSYS), Library 3, "INITs/cdevs," file MNUCLK.SIT.

A number of people at T/Maker use Superclock because it is simple and straightforward and because it gives you ready access to time and timing. This handy little startup, authored by Steve Christiansen, puts the time in the right-hand side of the menu bar. Clicking on it gives you the date, while double-clicking gives you a stopwatch.

Having a constant display of time is great. Our tech support group keeps it up so they can mark the time each call comes in. By double-clicking to activate the stopwatch, they can time the duration of the call as well. I occasionally use it to time telephone calls that come in to me (especially when my mom is on the line!). Having it in the menu bar is much better than in its own window because it allows quick and ready access.



# MACINTOSH SPECIAL INSERT

## Neil Shapiro

Long Island, N.Y.

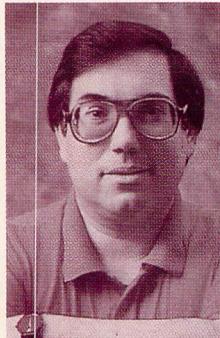
Journalist and Chief Sysop, Apple II and Macintosh Forums

### **Favorite File: Evolutions**

Available in the Mac System Software/Hardware Forum (GO MACSYS), Library 6, "Utilities," file EVOL\*.SIT.

Recently I have had to transfer hundreds of text files from the Macintosh to different machines. This is not always a simple task because of the way the Mac "does" text files.

I have found the program Evolutions, by Kevin M. Hoctor, to be indispensable for this operation. It's fast, very easy to use, and as intuitive as any program I've seen. For those who have to do text-file transfers or manipulation of control characters within such a file, it would be hard to beat this one.



FRANK LUSK

## Ben Templin

San Francisco, Calif.

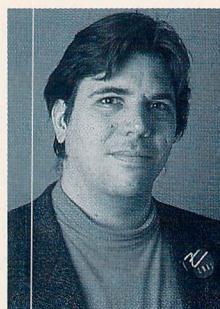
Zmac Online (GO ZMAC) Manager

### **Favorite File: MacBillboard**

Available in Mac A Vendor Forum (GO MACAVEN), Library 4, "CE Software," file BILBRD.SIT.

I'm one of the artistically disadvantaged, and one thing I don't need is a \$500 paint program that does everything. MacBillboard calls back the simpler days of the original MacPaint. It has a pencil tool, paintbrush, text (with multiple fonts and styles), a lasso, selection rectangle, geometric shapes, patterns, a fill tool and more. That's all I need to clean up the occasional screen dump. MacBillboard can print out large banners and T-shirt "iron-ons."

MacBillboard was programmed by Don Brown, of CE Software, a regular in the Mac forums.



CINDY CHARLES

## Henry Norr

San Francisco, Calif.

Group Editor/News, MacWEEK

### **Favorite File: Virus Detective**

Available in Mac System Software/Hardware Forum (GO MACSYS), Library 4, "DAs/FKEYs," file VIRDET.SEA.

One of the sometimes-neglected gems in the Macintosh forum libraries is Virus Detective, Jeff Shulman's shareware desk accessory. Several well-supported anti-virus programs are available from commercial publishers, and I also use those. But I still keep Virus Detective ready in my Apple menu.

The beauty of Virus Detective is that it is so easily configurable



to detect new viruses. When a new virus appears, Jeff always seems to have an antidote ready and available online—all I have to do is find the message where he posts the new string, then paste it into the desk accessory.

Virus Detective isn't as elegant in appearance as its commercial competitors, but it remains useful. At \$40, it's a bargain, especially considering how often Jeff delivers free upgrades or mailings to his users.



BILL BINZEN

## Darryl Peck

Sharon, Conn.

President, Inline Design; President, New York MacUsers Group

### **Favorite File: Switch-A-Roo**

Available in the Mac System Software/Hardware Forum (GO MACSYS), Library 14, "Macintosh II-Specific," file SWITCH.SIT.

Switch-A-Roo is Function key software that can instantly switch from any one color setting to any other on any Macintosh II, saving a lengthy trip to the control panel, finding the monitor's cdev and clicking the required setting. It's free and its author, Bill Steinberg, updates the program regularly. The support is better than one gets from many commercial products because Steinberg is a Macintosh sysop and always available.

PageMaker runs much faster, for example, in the 2-bit black-and-white mode, but I often need to see the guidelines in color. I only have to hit one key and, presto! I can use Switch-A-Roo as often as I need to go back and forth.

## Michael O'Connor

Huntington, N.Y.

Developer of CompuServe Navigator, Macintosh communication software

### **Favorite File: Maxapplzoom**

Available in Mac System Software/Hardware Forum (GO MACSYS), Library 3, "INITs/cdevs," file MAZ\*.SIT.

A favorite download of mine has been Maxapplzoom, by Naoto Horii of Belgium. This little INIT is extremely useful if you have a Mac II class computer with Apple's original video board. Place it in your System Folder and restart, and your 640-by-480-dot screen will expand to 704-by-512 dots.

The extra screen real estate is usable by all Mac programs. It is almost as if your screen got an inch wider and a half-inch higher. It doesn't work on all video boards, but if you have an original Mac II 4- or 8-bit video board, try this one out. The effect is amazing and well worth the \$25 shareware fee. ◀

*Michael Naver is a free-lance writer based in Baltimore. His CompuServe User ID number is 76004.2242. Patrick J. McKeand is a free-lance writer based in Indianapolis. His CompuServe User ID number is 76004.3124.*

## MACINTOSH SPECIAL INSERT

### Zmac Features Custom Mac Utilities

Another treasure chest of goodies ready for downloading by CompuServe members comes from Zmac (GO ZMAC), Ziff-Davis' online service for Macintosh professionals.

Zmac's Download & Support area includes shareware and freeware selected by the editors of *MacWEEK* and *MacUser*. Says Ben Templin, Zmac online manager, "The Download & Support area accepts only first-rate applications."

This feature is one of several online services available through Zmac. *MacWEEK* News Beat features top *MacWEEK* stories a week before the print magazine comes out. Scripts, templates, programming code, and utilities mentioned and developed by *MacUser* editors are available for downloading via the *MacUser* Power Tools section of Zmac. The Zmac menu also includes editorial forums and reference databases.

The Download & Support area is structured inside a forum to allow CompuServe Navigator users to take advantage of multiple downloads using Quick B protocol. It also includes messaging capabilities for users to ask questions about downloading.

Sections are organized according to file type, including applications, DAs, INITs/cdevs/Function keys, fonts, scripts and templates, source code, stackroom, reference and anti-viral tools. The Reference Section includes an updated index for the Download & Support area.

Once you've entered the Download & Support area, two search options are available. You can go into one of the sections, browse and download selected files, or you can use the Zmac File Finder.

"Using File Finder enables you to find shareware mentioned in either *MacUser* or *MacWEEK*, without having to guess which library a particular file might be in," says Gregory Wasson, primary forum manager for Zmac's Download & Support area.

MacUserWare—original freeware created to help *MacUser* readers be more productive—is also downloadable exclusively via Zmac. The first MacUserWare release included a set of security utilities programmed by *MacUser* Contributing Editor Kurt Matthies. Additional customized utilities will be added to the *MacUser* Power

Tools Download Section.

Support for the Download & Support area comes from a variety of sources. "The Zmac forum managers are the first line of defense against frustration and confusion," says Wasson. "The editorial staff of *MacUser* and *MacWEEK* prowl online. And representatives from software and hardware companies also field questions about their products."

Here's a list of Zmac's most popular utility files in the Download & Support area:

**MacUser Tips Stack**—More than 600 tips from the pages of *MacUser* magazine. Requires StuffIt. Library 7, "Reference," file MUTIPS.SIT.

**MacUser MiniFinders Stack**—Fully searchable index with more than 500 product listings. Requires StuffIt. Library 7, "Reference," file MUMINI.SIT.

**MacUser PostScript Printer Benchmark**—PostScript file from October 1990 *MacUser* "Do-It-Yourself Testing" article. Compressed with Compactor. Library 7, "Reference," file BNCPRI.CMP.

**MacUser Labs DiskBasher 1.1**—Mass storage benchmark application used in *MacUser* Lab Reports. Requires TeachText and StuffIt. Library 1, "Applications," file BASHER.SIT.

**MacUser Security Set**—Set of three utilities (Loser, Scrambler, Shredder) to protect data from prying eyes. Requires StuffIt. Library 1, "Applications," file SECURE.SIT.

**Six PostScript Tricks Source Code**—Includes PostScript routine that fixes crop mark program in Word 4.0 glossary. Compressed in StuffIt. Library 9, "Source Code," file SPOSTT.SIT.

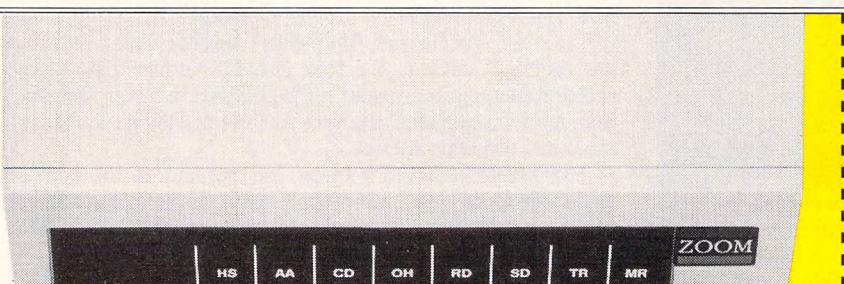
**Update Navigator 3.0 for Zmac**—Update adds four forums, with section and library names for Navigator 3. Library 5, "Scripts & Templates," file NAV3Z.APP.

**White Knight Scripts for Zmac**—Latest version of White Knight series of scripts for Zmac. Includes install procedure. Library 5, "Scripts & Templates," file WK.SIT.

**Navigator 3.0 MacWEEK News Beat Script**—Contains script and directions for automating Navigator 3 to pick up *MacWEEK* News Beat items. Library 5, "Scripts & Templates," file NAVNEW.TXT.

**White Knight Script to Capture News**—Automates process of capturing *MacWEEK*'s latest news items. Library 5, "Scripts & Templates," file WK-AUT. □

-PJM



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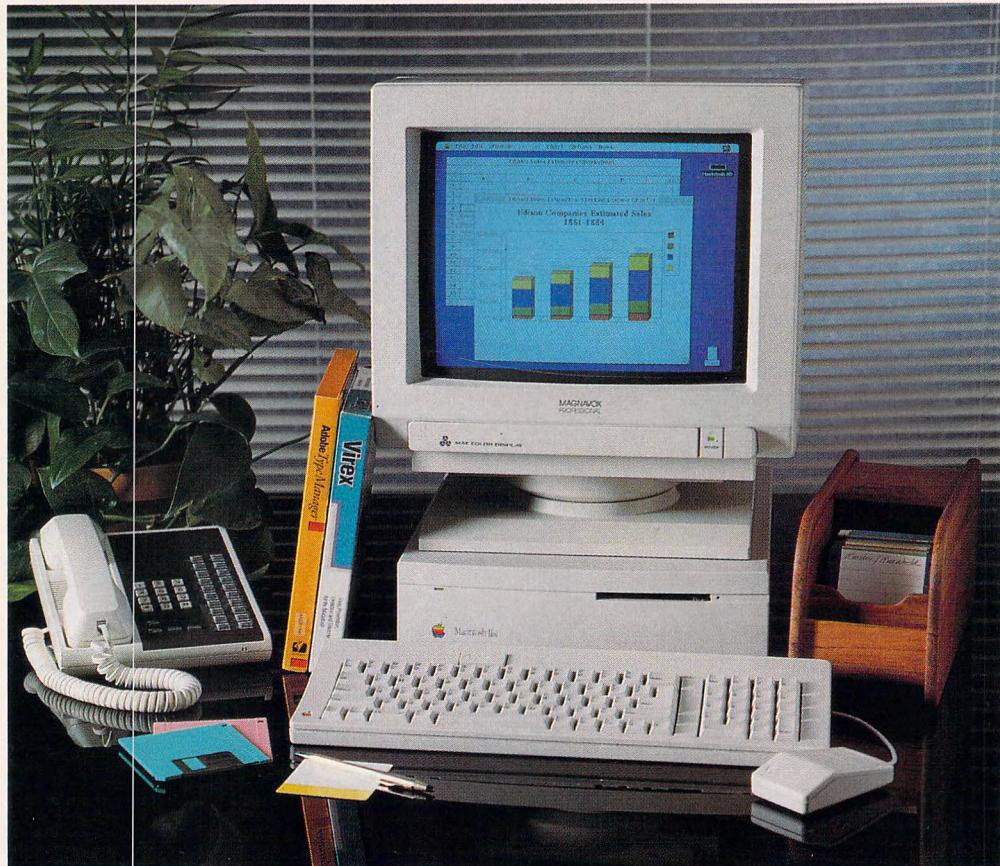
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MAUG Celebrates 10 Years on CompuServe

## Anniversary Bash Registers 'Good Vibes'

by Michael Mooney

The CompuServe Macintosh forums held an annual party on Aug. 9 in conjunction with the Macworld Expo in Boston in the Josiah Quincy Ballroom of The Bostonian hotel. This bash served as the opening ceremony for the 10-year anniversary of the MicroNetworked Apple Users Group (MAUG) on CompuServe, a celebration you'll be reading about in print and online for several months.

To complete the chronology, Macworld has been held for eight years, and the MAUG party has been an annual event for five of them. Macworld took place at two sites, separated by miles of humid, August Boston air. The Bostonian was an air-conditioned oasis for revelers chasing a thread of invitations for after-conference galas.

MAUG devotees met familiar faces for customary festivities. But for first-time attendees, yet to rub elbows with their online acquaintances, this no-name-tag gathering was a cocktail party filled with good friends whom they'd never met.

CompuServe Navigator automated access software added an interesting twist. Navigator can include personalized "face" icons as part of the inside address of mail being exchanged with other forum members using the software. People such as **T.J. Zale**, new to the Macintosh forums and MAUG parties, seemed intent on matching partygoers with their online alter egos.

**Tom Zeller** and **Maureen O'Connor** were testament to the magnetism of a MAUG acquaintance. They first talked online in MAUG two months before the 1989 MAUG party. They met face-to-face at the party and were engaged the next day.

**Michael Bauer**, owner of a West German advertising agency, bought a CompuServe Membership Kit at the 1989 Macworld and now logs on regularly from Wiesbaden. He was reunited at the party with **Stephen Duzs**, the CompuServe associate who sold him the kit. Bauer's MAUG story from his first year concerned a question he answered online from a US subscriber about a German software package. The answer, it turned out, was intended for the US subscriber's German fiancé, who lived about 10 miles from the Bauers. "Small world,"

Bauer noted.

Veteran MAUG members relaxed with friends, continuing conversations they type out online. All the "usual suspects" were in attendance, according to **Dennis Brothers**, project leader for Apple Computer's Apple-Link. And long-running MAUG subplots from forum message threads and discussions continued to entertain those who have grown up with them.

Not the least of these threads is the MAUG SushiFest, chaired by SushiOp **David Rose**. Rose, assistant sysop, brought the party to a dead stop with his high-



Mac users unite: Boston Macworld profile, last-minute plug for the next night's raw event.

**Steve Brecher**, developer for such popular programs as Suitcase II, Pyrol and PowerStation, recalled his first encounter with the siren call of the sushi, an invitation that led to his flight from Los Angeles to New York (Left Coast to Right Coast in MAUG parlance) for lunch one day in 1985. "Some of the people I met at that lunch," he says, "are among my closest friends today." Brecher also set a recollection benchmark by recalling that Apple users, before the dawn of MAUG, simply huddled online in CB. Now, with several Apple II and Mac forums appealing to more and more specialized interests, the critical mass of potential conferees is often splintered during online primetime.

Veteran MAUG member **Harry Baya** points to the Mac Community Clubhouse Forum as one solution. He says the forum provides an alternative to the tech talk that characterized much early forum banter. "You used to feel guilty if you digressed,"

Bayo recalls. But with the Community Forum providing a slate of non-computer topics, and Navigator users regularly "time-shifting" message traffic offline, digression is the order of the day.

Writers who were miffed at Macworld's tight rein on press passes this year arrived with "Macworld Unofficial Press Corps" badges of their own design, providing a fresh breath of irreverence in the maturing Mac culture.

**Bob LeVitus**, author of *Dr. Macintosh* and long-time Mac forum participant, even showed up with the moose who'd been promoting Baseline Publishing's "Talking Moose" software at the show. Glad-hoofing about the bar, uttering in faux voice-synthesis and passing out T-shirts, the moose was as much a hit as Baseline's MacCheese software, a low-cost, 32-bit color paint program announced at the convention and popping up in party conversations.

**David Winograd** was among those bending Navigator author **Michael O'Connor**'s ear. A long-time writer for Apple IIgs magazines, Winograd explained that he'd fought a temptation to migrate to the Mac as the IIgs star dimmed. **Larry Miller**, a MAUG sysop, invited him to watch a Navigator session run. Winograd told O'Connor that the Navigator demo had clinched his decision to buy a Mac.

As the night wore on, circles of conversation thinned. The show-weary and party-spent succumbed; **Neil Shapiro**, chief sysop for the Apple II and Mac forums, announced the last round was on him, and talk among the hangers-on turned to the *MacWEEK* party purported to follow later at Club Zanzibar.

There, after midnight, at the end of a long line in a Boston alley, waiting to join that exclusive *MacWEEK* gathering, two MAUGers from New York City, veterans of several previous sojourns to Macworld and MAUG bashes, summed up the '90 party in a seminal Left-Coast soundbite, agreeing: "There were some really good vibrations going on." ▶

*Michael Mooney is a free-lance writer and Mac enthusiast based in Boston. His CompuServe User ID number is 76004,2345.*

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## MACINTOSH SPECIAL INSERT



Access Product News, Evaluations and More

## Macintosh Buyer Resources

by Patrick J. McKeand



By consulting the Macintosh "buyer resources" on CompuServe, you have access to the latest evaluations, user opinions, prices, specifications and more before purchasing Macintosh hardware, software and peripherals.

For many Mac users, the product information search process begins in CompuServe's Mac-related forums. "Bringing together Mac users so they can compare their experiences with software, hardware and other Mac-related matters is the main purpose of these forums," says Neil Shapiro, chief sysop for Apple II and Macintosh forums on CompuServe.

Let's meet three members who used the Mac resources on CompuServe to obtain product evaluations and recommendations for such diverse purchases as a Pascal compiler, hard drives, printers and a Mac SE/30 system.

## Help for Hardware Purchases

Dan Thomas, who teaches computer education at Haines Junior High School in St. Charles, Ill., made the switch from an Apple II system to a Macintosh system because of online advice.

"I've made countless purchases based on information I've received in the Apple II and Macintosh forums since I first logged on in

1983," says Thomas.

He chose the Mac SE/30 and extended keyboard, and added third-party RAM himself when members assured him it would be easier and less expensive. When Thomas saw that the Mac could do more than his Imagewriter printer could reproduce, he took members' advice and bought a Deskwriter printer. "And when I needed a removable hard drive," he says, "they steered me to the MicroNet MR-45."

In each of these purchases, Thomas has been pleased. "I am usually much more confident of forum recommendations than magazine reviews since the forum comments are from users who have put their money into the products. Also, if I have a question or a problem with my purchase, I know who to contact for help."

Thomas spends several weeks to several months doing online research before purchasing a computer product. After reading messages on the subject of removable drives for about two months, he chose the MicroNet. When he later had a problem getting the drive to mount on his Mac desktop, he received online help from Macintosh forum

members, including Charles McConathy, president of MicroNet.

"My problem was solved by changing the order in which I was powering up my system. I was also able to download an INIT from a member to help mount the drive after power-up if I needed to," says Thomas.

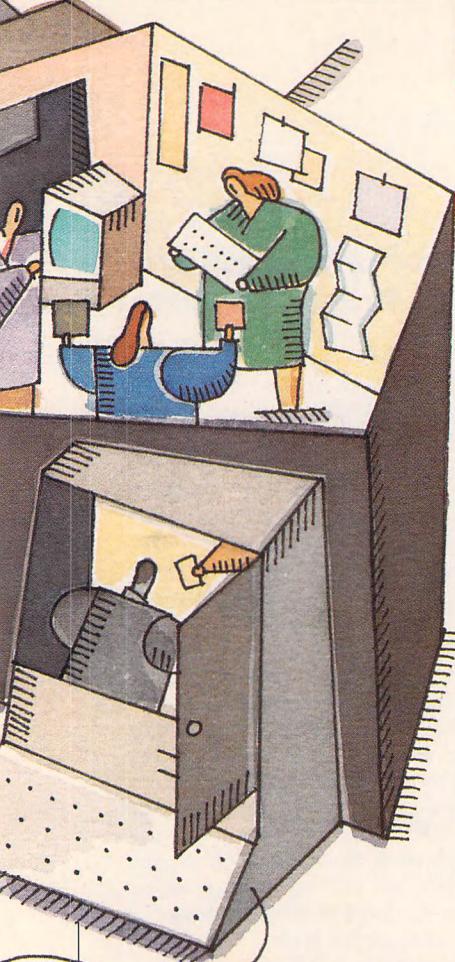
Online recommendations also gave Thomas a ballpark figure on product prices before he made his purchase. "The first two dealers I called for my MicroNet drive quoted prices \$300 higher than some forum members had paid, so I kept calling. The third dealer matched the price I'd seen online," he says.

Thomas has "probably used every Apple II and Macintosh forum at one time or another for a purchase decision," but the Mac System Software/Hardware Forum (formerly the Mac Productivity Forum) has been his primary resource. In addition to the Apple II and Macintosh forums, Mac File Finder and Zmac, Thomas uses the Aldus Forum for PageMaker support, the Microsoft Applications Forum for Works information, and the Adobe Forum for questions about fonts.



Mac SE/30 owner: Thomas

DANNY O'CONNOR



## Software Suggestions

Chip Alberty, in charge of data processing for the Graham Group in Des Moines, Iowa, has "tons of magazines around but no time to browse them when I want to buy a software package." His company deals with property management, construction, interior design and medical office building management.

Alberty, who has been involved with

computers since 1980, relies on CompuServe services—forums, IQuest, Computer Database Plus, Computer Directory, Mac File Finder and Zmac—for his product information. "If you want to find out about a piece of software, ask your question on any of the forums and you'll get a wide range of suggestions," he says.

When Alberty was looking for a good beginning Pascal compiler, he asked for opinions in the Mac Developers Forum. "By the next day, I had several replies leading me in the right direction. I also found suggestions on other programming topics and solutions to problems I would run into later," he says.

"I was able to lay out my entire training plan based on the message board replies. It's tough to find that kind of information in a periodical," he adds.

Alberty uses the Mac System Software/Hardware (formerly Mac Productivity), Mac Developers, Mac Entertainment and Mac Hypertext forums for advice. "I would never have heard of SimCity if it hadn't been for the Mac Entertainment Forum. The demo was available there, and I ordered

the product after testing it," he says.

His most memorable online experience came shortly before he purchased his first Mac. "Both my wife and I are partially sighted and had trouble seeing the pointer on the screen," says Alberty. "I expressed this concern in the Macintosh forums. The response was something else. In about a week, I received a diskette with a customized mouse pointer on it. Someone had gone into ResEdit and changed it. There are many very friendly people online."



Saves time: Alberty

## Peripheral Advice

David Orgel manages the technical publications program for the Washington, D.C.-based American Petroleum Institute. Editing and most production is done in-house on a Mac desktop publishing system, which he set up. He's also the junior partner in his wife's design and desktop-publishing consulting business—Merrey/Orgel Design & Publications.

"I monitor the Macintosh and desktop publishing-related forums regularly," says Orgel. "When I see threads about products I'm interested in, or already own and have

## Product Reference Services

Several high-powered databases and news services are available for researching specific information online about Macintosh-related products before making purchase decisions. Here's a roundup of Mac research services:

**The Computer Directory** (GO COMPDIR) from Ziff Communications provides instant access to specifications of more than 64,000 computer-related products and detailed information on more than 9,500 manufacturers—all updated monthly.

**Computer Database Plus** (GO COMPDB), also from Ziff, offers current and comprehensive coverage of major computer industry publications. The database, updated weekly, contains approximately 180,000 articles (from 1987 on) from 130 magazines, newspapers and journals. More than half of the articles are

available in full text; the others contain an abstract.

The **Executive News Service** (GO ENS) is a powerful news-clipping service that carries thousands of stories a day from The Associated Press, United Press International, Reuter's Financial Report, *The Washington Post* and OTC NewsAlert.

**Infoworld On-Line** (GO INF) features a searchable database of product comparisons, reviews and impressions.

**Macintosh File Finder** (GO MACFF) provides a surcharge-free tool for finding applications, files, and many of the best Mac public-domain software and shareware programs available in CompuServe's Mac-related forums.

## Search and Explore Zmac Buyer's Guide

Zmac Buyer's Guide is your educated advisor, combining *MacUser* evaluations with the latest product news and reviews from *MacWEEK* (GO ZMC:REFERENCE).

"We started with more than 1,000 listings covering the spectrum of compatible hardware and software," says Ben Templin, Zmac online manager. "Whether you are looking for software to meet your desktop publishing requirements or a hard drive, you can quickly research the question."

Each product entry contains the latest buying information, including product name, company, address, telephone number, current version and price. The guide also provides product descriptions based on articles from *MacUser* and *MacWEEK*. If more than one article has been published about the product, you can choose an abstract from a menu. Products reviewed in *MacUser* carry the trademarked mouse rating.

The Zmac Buyer's Guide allows you to search for products by name, company or topic. Topic searches yield all the products indexed with a key word. To view a list of key words, type LIST at the Topic prompt.

If your search produces more than 15 products, you may want to narrow your choices according to topic, mouse rating or Eddy Award winner. The last two choices apply only to products reviewed in *MacUser*.

Then, select "Display Product Names" to view the list. Choose the product that interests you, and your screen will display all relevant buying information.

Choosing a product first reveals information such as company, price and version number. Hitting the Return key yields a list of article abstracts to read. Option 1 is the *MacUser* MiniFinder—a synopsis of a review. Option 2 is a more current news story that tells you if there is an upgrade of the product.

CompuServe members can get more information about products by posting messages in the Download & Support area in Zmac (GO ZMAC).

—PJM

opinions about, I tune in. By the time I'm ready to buy a peripheral, I generally know what I want. But if I don't, I'll post a question in the appropriate forum.

"When I ask a question, I try to be specific. For example, 'Which should I get—Modem A or Modem B?'... not 'What modem should I get?'"

Orgel's biggest peripheral discovery on CompuServe was learning about MicroNet hard drives. "I had been following the Mac Productivity (now Mac System Software/Hardware) Forum's threads about drives, and many of the knowledgeable participants were keen on MicroNet," he says.

Also, MicroNet's McConathy is a frequent participant in the discussions of drives. "He gives honest, detailed answers to people's questions and emphasizes the importance of service and support," says Orgel. All of this impressed Orgel, so he sent McConathy a message asking for recommendations on drives appropriate for his Mac and applications. "I ended up going with one of his recommendations for my Mac at home. I've since bought two more MicroNets for work and an MR-45 Syquest removable drive for home."

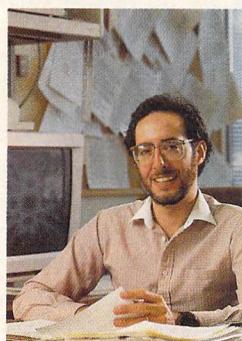
In addition to looking for advice in the forums, Orgel has offered others suggestions about drives and printers. "I recently discussed some of the quirks of GCC's Write-

Move printer (in the Mac System Software/Hardware Forum) with someone who was considering buying one—how to get the best print quality, how to make best use of the included spooler, what it's good for, and what it's not good for. I've also discussed the ins and outs of purchasing hard drives for connection to the Apple LaserWriter NTX."

The Mac System Software/Hardware Forum is Orgel's main source of product information for peripherals, "although I've started to follow threads about 9600-baud modems in the Mac Communications Forum. I'm almost ready to buy a PostScript laser printer for my wife's business and plan to post a message in the Mac System Software/Hardware Forum asking if anyone has yet purchased my 'final' choice and what they think of it." Orgel has also used Computer Database Plus, Zmac and Mac File Finder for product information.

"Often the first I hear of a new product is when someone posts a press release on one of the forums or leaves a message saying he or she has uploaded a text file with product information," says Orgel. "Users' opinions are the most important kind of product information I get from CompuServe." ◀

Patrick J. McKeand is a free-lance writer based in Indianapolis. His CompuServe User ID number is 76004,3124.



Opinions valuable: Orgel

STEVE THOMAS

## Resources at a Glance

**For product evaluations:** *Infoworld* On-Line, Zmac Buyer's Guide and Computer Database Plus.

**For information/articles:** Computer Database Plus, Executive News Service, *Infoworld* On-Line, Zmac Buyer's Guide and Macintosh forums on CompuServe.

**For user opinions:** Macintosh forums on CompuServe and magazine databases.

**For prices and specifications:** Computer Directory, *Infoworld* On-Line, Macintosh vendor forums and Zmac Buyer's Guide.

**For support:** Macintosh forums.

Time-saving Tool for Experienced Users

# CompuServe Navigator Guides the Way

by Michael Naver

Macintosh users who know where they are going on CompuServe have a skilled navigator to get them there—the CompuServe Navigator<sup>SM</sup>.

This piece of inexpensive but highly useful software, now in version 3, simplifies use of CompuServe's forums, electronic mail, Quick Quotes, and the CompuServe Phones database. It does so by making your online sessions faster and more productive, resulting in substantial connect-time savings.

"CompuServe Navigator is an excellent tool for people who are already familiar with the forums and how they operate. It can help them save money by enabling them to work offline to use those forums," explains Neil Shapiro, chief sysop of CompuServe's Apple II and Macintosh forums.

Offline, choose the forums or other locations you want to visit. Select as many as you want. Then indicate what information you want from each forum—message summaries, message texts and library searches, for example. CompuServe Navigator stores your choices in a "session file" on your Macintosh.

Select the "Run" command and Navigator goes to work, connecting to CompuServe, gathering the information you asked for, storing it in your session file and then logging off the service.

Later, you review your session file offline. You write messages, mark other messages you want to read from the summaries, specify files to be downloaded and review stock quote information. The next time you run this session file, Navigator will send your replies, retrieve the messages you marked and download the files you requested. In one online session, you might visit a dozen forums and get what you need from all of them within a few minutes.

Suppose you're having a problem with your LaserWriter printer. You might set up a CompuServe Navigator session to take

you to the Printers/Output Section of the Macintosh System Software/Hardware Forum, retrieve all messages mentioning "LaserWriter" and post a message you composed offline asking for help. You could also have Navigator make a stop at the Macintosh Applications Forum, which has a Desktop Publishing Section.

After running this session and logging off, you can review the information retrieved, printing it if you wish, and then get ready for your next online session, in which you're likely to find several answers to your question.

You also can set CompuServe Navigator to run at a specified time—even in the middle of the night, letting the software work for you while you sleep.

Since CompuServe Navigator cannot automate all your online activity—for example, some news and research databases—the software lets you switch to terminal mode to conduct other CompuServe business.

Although simple in concept, CompuServe Navigator's approach to using online information retrieval is the "beginning of a new way of telecommunicating," says Shapiro. "It's a way of doing business that allows a microcomputer to take over many of the complicated and not-so-intuitive aspects of telecommunications. CompuServe is pioneering in this field."

Navigator, which started as a shareware program written by Michael O'Connor to simplify his own access to CompuServe, has grown increasingly more powerful and so-

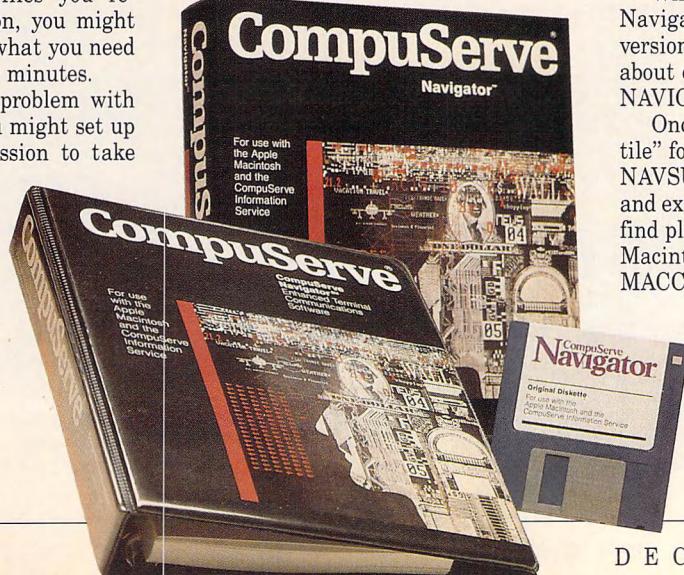
phisticated. Some of the more important enhancements are:

- **The familiar Macintosh interface**, consisting of dialog boxes, pull-down menus, and more.
- **Message retrieval options**, in which you can request a full text or a summary of messages, or related messages by subject, sender or receiver. Message summaries are marked for later retrieval.
- **Use of key words** to search through forum libraries for files that interest you. Your marked files will be downloaded in your next session.
- **Offline message creation** and the software's ability to read or summarize your mail, upload or download binary mail, and send mail to other electronic mail systems.
- **Compatibility with MultiFinder**, allowing you to run a CompuServe Navigator session in the background while working on another application in the foreground.
- **An integrated address book** that lets you find, insert and maintain names and electronic mail addresses of your correspondents. You open the address book while creating messages and click on the name of the recipient, saving you the need to memorize User ID numbers.
- **Use of CompuServe B protocol** as the primary information-transfer method. CompuServe Navigator has the latest version of this data exchange system. This protocol ensures error-corrected data transmissions, avoiding garbled text that comes from line "noise."

Whether you're new to CompuServe Navigator or you're a registered user of version 2 and want additional information about obtaining the latest version, just GO NAVIGATOR on CompuServe.

Once you've got Navigator, you can "set a tile" for the Navigator Support Forum (GO NAVSUPPRT), where connect time is free and experts are available to help. You'll also find plenty of Navigator information in the Macintosh Communications Forum (GO MACCOMM). ◀

Michael Naver is a free-lance writer based in Baltimore. His CompuServe User ID number is 70007,621.



# MACINTOSH SPECIAL INSERT

## GO Online for Macintosh Help

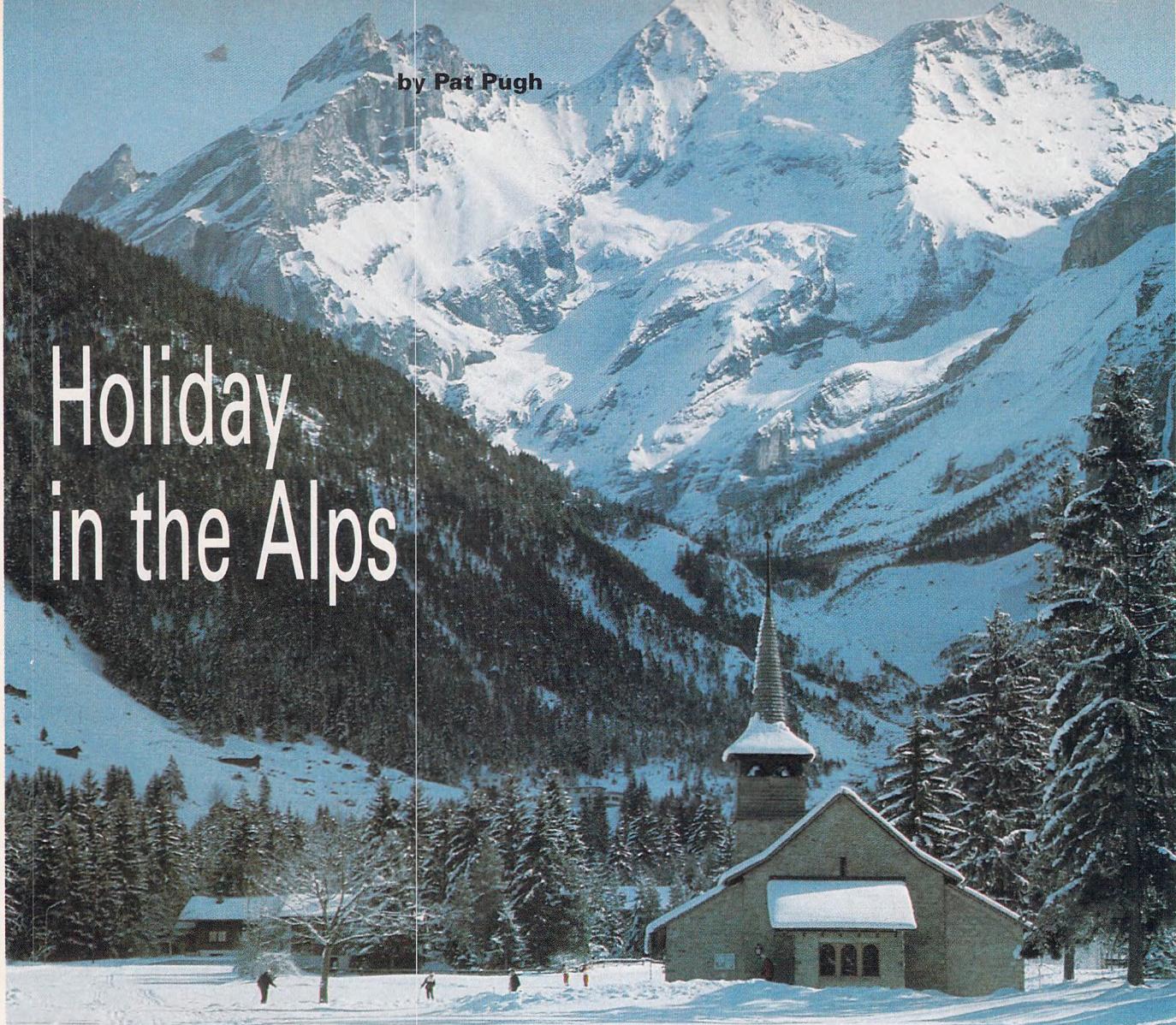
by Maura J. Mackowski

Whether you need advice on a particular Mac software package or would like to browse through software libraries in search of tips and tutorials, CompuServe's forums are at your command. Besides those listed here, help and advice can be shared in the Macintosh forums (GO MACINTOSH).

MANUFACTURER AND SOFTWARE	FORUM AND GO COMMAND
<b>AAPPS CORP.</b> DigiVideo; DigiVideo Color; MicroTV	Mac A Vendor GO MACAVEN
<b>ACIUS</b> 4th Dimension; File Force	ACIUS GO ACIUS
<b>ACTIVISION (TENpointO)</b> Focal Point II; City to City	Mac A Vendor GO MACAVEN
<b>ADOB E SYSTEMS INC.</b> Adobe Illustrator; PostScript; Type Library; Streamline; TrueForm; Adobe Type Manager	Adobe GO ADOBE
<b>ALDUS CORP.</b> SnapShot; PageMaker; FreeHand; Persuasion	Aldus GO ALDUS
<b>ALTSYS CORP.</b> Fontographer; Metamorphosis; The Art Importer; Fontastic Plus; Family Builder	Mac B Vendor GO MACBVEN
<b>ASHTON-TATE CORP.</b> FullPaint; FullWrite Professional; Full Impact	Ashton-Tate GO ASHFORUM
<b>AUTODESK INC.</b> AutoCAD	Autodesk GO ADESC
<b>BORLAND INTERNATIONAL</b> Sidekick; Reflex Plus; Eureka	Borland International GO BORLAND
<b>BRODERBUND SOFTWARE INC.</b> TypeStyler; New Print Shop; NPS Graphic Libraries; Science Toolkit	Mac A Vendor GO MACAVEN
<b>CE SOFTWARE TECHNOLOGY</b> QuickMail; QuicKeys; Disktop; Alarming Events; Amazing Paint; CalendarMaker	Mac A Vendor GO MACAVEN
<b>CLARIS CORP.</b> File Maker II; MacDraw II; MacWrite II; Claris Cad; MacProject II; Claris Graphics Translator; SmartForm Designer	Mac A Vendor GO MACAVEN
<b>COMPUSERVE</b> CompuServe Information Manager; CompuServe Navigator	GO MCIMSUP GO NAVIGATOR
<b>CREATIVE SOLUTIONS</b> MacForth Tools	Creative Solutions Forth Net GO FORTH
<b>DELTAPoint INC.</b> MindWrite; Trapeze; MindWrite; Express; DeltaGraph; Taste	Mac A Vendor GO MACAVEN
<b>DENEBA SOFTWARE</b> Canvas 2.0; UltraPaint; Spelling Coach Professional; Big Thesaurus	Mac B Vendor GO MACBVEN
<b>FIFTH GENERATION</b> Powerstation; Suitcase II; Pyrol; Disklock	Mac A Vendor GO MACAVEN

MANUFACTURER AND SOFTWARE	FORUM AND GO COMMAND
<b>FOX SOFTWARE</b> Foxbase +/Mac	Fox Software GO FOXFORUM
<b>JASIK DESIGNS</b> MacNosey; The Debugger	Mac B Vendor GO MACBVEN
<b>LOTUS CORP.</b> Jazz	World of Lotus GO LOTUSA
<b>MAINSTAY</b> Think 'n Time; MacFlow; MacSchedule Tele-scape; Visual Interactive Programming	Mac A Vendor GO MACAVEN
<b>MICROSEEDS PUBLISHING</b> Redux; Rival; Initpicker; Screen Gems; Astrix	Mac B Vendor GO MACBVEN
<b>MICROSOFT CORP.</b> Chart; Excel; File; Flight Simulator; Multi-plan; QuickBASIC; Word; Works; Write; PowerPoint; Microsoft Mail	Microsoft Connection GO MICROSOFT
<b>NANTUCKET CORP.</b> McMax	Nantucket GO NANTUCKET
<b>NOVELL INC.</b> NetWare	Novell NetWire GO NOVELL
<b>OLDUVAI CORP.</b> Read-it! OCR for any scanner; Read-It! Personal; MultiClip; ClipShare; Video Paint	Mac B Vendor GO MACBVEN
<b>OPCODE SYSTEMS</b> Vision; EZ Vision; Studio Vision; Galaxy and Editor/Librarians; Studio 3; Cue	Mac B Vendor GO MACBVEN
<b>ORACLE CORP.</b> Oracle	Oracle GO ORACLE
<b>SITKA</b> Network Bundle for Macintosh; Inbox	Mac A Vendor GO MACAVEN
<b>SOFTVIEW</b> MacInTax; Taxview; MacInUse	Mac A Vendor GO MACAVEN
<b>SOFTWARE VENTURES</b> Microphone; Microphone II	Mac B Vendor GO MACBVEN
<b>STAX!</b> STAX! Sound Effects Studio; STAX! Helper	Mac B Vendor GO MACBVEN
<b>SUPERMAC TECHNOLOGY</b> Pixel Paint 2.0; Pixel Paint Professional	Mac B Vendor GO MACBVEN
<b>SURVIVOR SOFTWARE</b> MacMoney; InvoicIt; Sticky Notes +	Mac A Vendor GO MACAVEN
<b>SYMANTEC CORP.</b> SUM; THINK's Lightspeed C; THINK's Lightspeed Pascal; MORE; MacSQL; ThinkTank; Just Enough Pascal	Symantec GO SYMANTEC
<b>T/MAKER CO.</b> ClickArt; WriteNow	Mac B Vendor GO MACBVEN
<b>WORDPERFECT CORP.</b> WordPerfect for the Macintosh	WordPerfect Support Group GO WPSGB
<b>WORKING SOFTWARE</b> Quickletter; Findswell; Lookup; Spellswell	Mac B Vendor GO MACBVEN

Maura J. Mackowski is a St. Louis-based free-lance writer who specializes in business and technology. Her CompuServe User ID number is 76004,2243.



by Pat Pugh

# Holiday in the Alps

► You can hobnob, run the slopes, or celebrate a genuinely peaceful Christmas in wintery Switzerland.

## TRAVEL

### CM's Travel Credo:

Bring us your tired, your weary, your forlorn spirits and we pledge to ship you out to London, Tokyo, Budapest, maybe even a Wyoming dude ranch. Lengthy luxuries, quick-hit getaways and memories guaranteed.

### ▼ Slopes, Sights and Silent Nights ▼

### Checking Global Hot Spots, p. 37

*Switzerland is a place  
Where the tips of the pines  
Touch the heavenly skies,  
On the cold, crispy  
nights of December.*

—anonymous

Hop on Swissair to Geneva, sleep across the ocean, dream of sugarplums dancing in your head. Whoosh over snow-slick peaks, wake to a steep descent into a bright Swiss morning, and as quick as you can say "Bonjour," you've collected your bags and are on your way to a snowy Shangri-la.

Switzerland is a dream winter-time vacation spot. Its 15,600 square miles, an area roughly twice the size of New Hampshire, represent the best of Europe. It's a Babylon of international organizations, power banks and countless fabled resorts that offer supreme comforts and spectacular mountain vistas with

your morning coffee and *The Wall Street Journal*.

### A Swiss Christmas

Christmas in Switzerland is a month-long festival that seems to transcend its religious origins. Starting with the Feast of St. Nicholas at the beginning of December, the holidays continue until the Epiphany, Jan. 6.

All over Switzerland the holiday season is heralded by a blaze of decorations, elaborate Nativity scenes and choral processions. In Lucerne, the annual tradition of *Sternsingen* is an enchanting ceremony of singers carrying lighted stars. Almost overnight, cobblestone squares sprout stalls and stands that are soon stocked with Christmas ornaments, wooden toys, cakes and candy, and all sorts of holiday knickknacks. The most aromatic display: street vendors selling hot chestnuts roasting over a charcoal fire.

You will find beautiful, traditional holiday Nativity scenes in churches throughout the scenic country. Mangers are constructed of slab pine and filled with straw, with intricate, naturalistic terra-cotta figurines—some in life-size proportions. As in America, Swiss families include a Christmas tree as part of their decorations, and every village



Where the celebrities roam: Gstaad

places a large illuminated tree in the main square or shopping district.

For my family, traveling in Switzerland at Christmas has been inspirational. Such a holiday remains significant in peaceful walks through the cheery streets, exchanging merry "Bon Noëls" or "Schone Weihnacht" with residents and hearing glorious music in the basilicas. More important, we slowed down to the luxurious pace that is so very European.

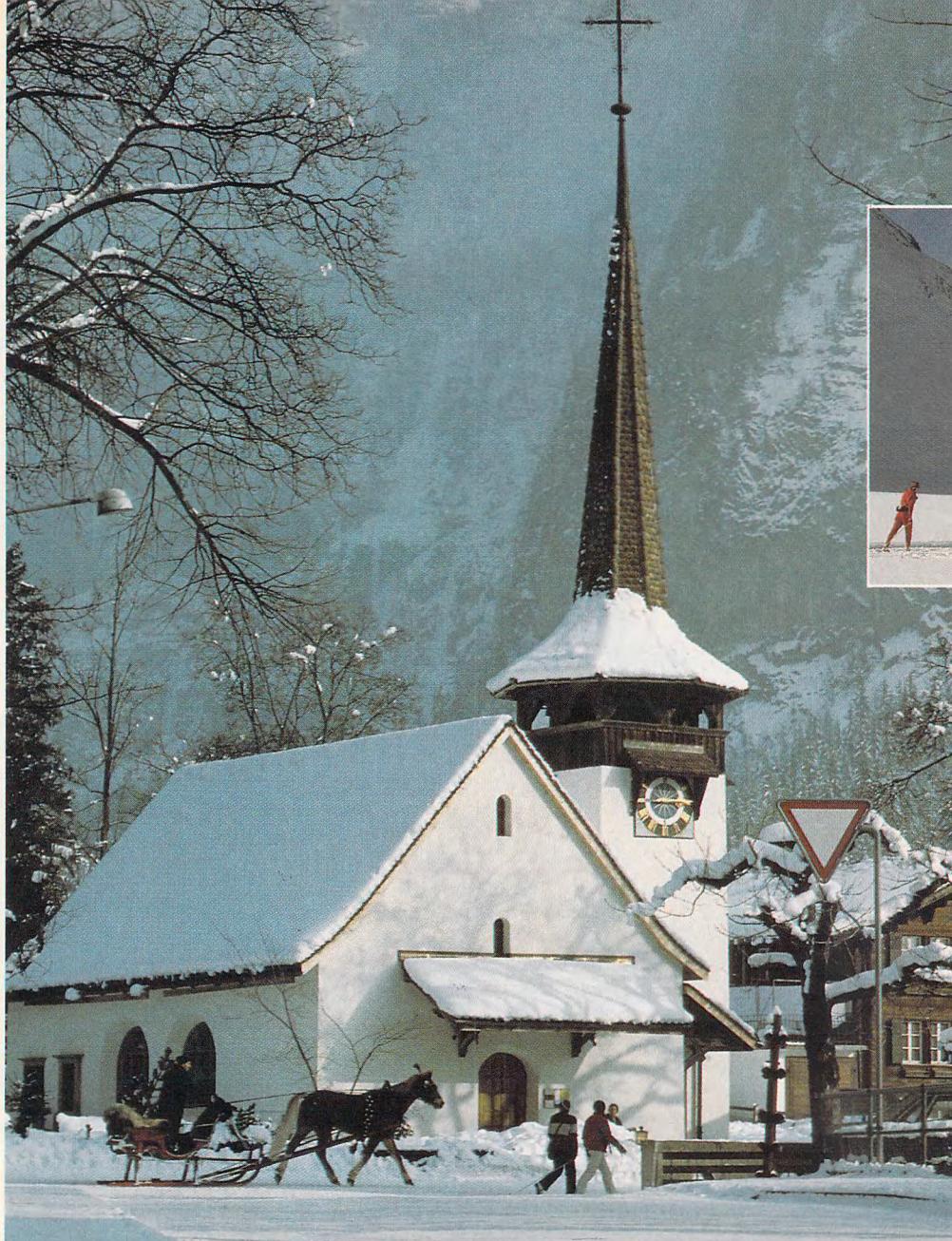
Guidebooks to Switzerland abound, and you should buy a good one or two to find out what shouldn't be missed. But here are some things you won't find in the guidebooks:

Above all, keep it simple. The less ambitious and demanding your agenda, the greater your chances of having a successful trip. Instead of making up an exhausting itinerary to tour the major sights of Switzerland—Interlaken's famed Jungfrau, the castle-topped twin peaks mountain of Sion, Lucerne's quaint *Kappelbrücke* (covered bridge)—limit your horizons. Plan to set up your base camp in one or two areas from which to explore, depending on time. All the while, keep in mind that traveling during the holiday season in Europe means closed restaurants, museums, churches and cablecars.

Three resort areas—Gstaad, Kandersteg, Silvaplana—are gloriously situated and offer an unlimited selection of winter sport possibilities. Each is different, with a style and budget to suit almost any taste. Gstaad, and its social hub glamour, is a full-scale ski resort with chic clientele and silken slopes; Kandersteg is a quaint village situated at the bottom of a mile-high mountain; and unpretentious Silvaplana is a ski area for hedonists. All offer a pleasant environment for Christmas away-from-home, Swiss hospitality and superb scenery. Here is a closer look at each:

#### Gstaad: La Dolce Vita

Begin in the serene Bernese Oberland where the low-lying mountains roll on, one to another, making Gstaad your target. An hour beyond Lake Geneva are the Alps. Compared to other glitzy concrete enclaves, such



Catholic church in the scenic Bluemlisalp Range: Kandersteg

as St. Moritz and Zermatt, Gstaad emits a certain rustic coziness, Heidi-esque charm, and the opportunity to choose among 150 miles of ski runs serviced by more than 65 uphill lifts.

Along its single main street walk millionaires and royalty, from many countries, including old guard Americans John Kenneth Galbraith and William Buckley. Don't be turned off by the display of lynx furs stepping out of red Ferraris. Underlying it all is a fascinating and comfortable resort atmosphere. Townspeople (pop. 2,000) vigorously safeguard its status as an unpretentious winter vacation haven with a lively cattle farming and dairy industry, preserving vast tracts of hillside from development.

Don't miss ballooning over the low-lying valley—an adventure in itself—and many non-skier visitors delight in gliding over high ski runs punctuated by fabulous chalets of the rich and famous. There are also helicopter flights to untracked powder bowls for

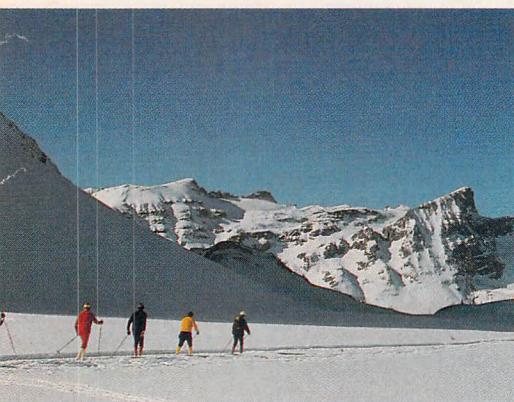
advanced skiers.

If you don't ski, there is always skating, curling, sledding, sleigh rides, and indoor swimming and tennis. Hours away, but still accessible by train, are the posh mountain resorts of Davos, Grindelwald, St. Moritz and Zermatt.

Petite Rougemont, 14 miles from Gstaad, is elegant and secluded in the old-world tradition. Its snowy streets are virtually carless and exemplary of Swiss tidiness.

The turreted Palace Hotel (Fax no. 43344) is the visual center of Gstaad. The hotel's lounge also is center stage for the crowned and uncrowned. Accommodations are costly. As the old saying goes, "If you need to ask, you can't afford it, honey."

Despite all the pre- and *après-ski* social action, the major daytime activity is still skiing. The top slopes for doing just that are the sunny Wasserngrat and the Eggli. Up-valley there is the steeper challenge of Les Diablerets.



Alpine cross-country: Valais region

Cross-country skiing is now the rage. Access to ski trails is via the valley's little red electric train, which stops at several area villages.

Ski over to Gsteig for lunch. The Chlosterli mounts ravishing buffets, displaying dozens of hors d'oeuvres and salads. Tiny Hostellerie Alpenrose, situated above Gstaad in the Schonried, is another choice for its

excellent seafood dinners and people-watching. On-mountain hut restaurants are popular for their ski-in/ski-out convenience and the chance to sunbathe on a spacious terrace. All serve the perennial Swiss favorite: a glass of Fendant wine and slabs of coarse bread with paper-thin slices of air-dried beef, *bündnerfleisch*. Another dish you'll find on almost every Swiss menu is *Geschnetzeltes und Rösti*, thin-sliced pieces of *tenderissimo* veal in a cream sauce with hash brown-style fried potatoes.

The White Highlands has a wealth of private rentable chalets. Call the Swiss-based company Interhome, which has access to more than 20,000 rental apartments and chalets. Their North American office is in New Jersey (201/882-6864). Voilà! An immediate reservation.

Saanenmoser in Les Hauts de Gstaad, an unspoiled mountain location, is a special place to stay in the area. Owner Franz Wehren, who also has a hotel on Lake Geneva, has recently renovated the landmark Golf and Sporthotel. Take your pick between 64 rustic-styled rooms or spacious apartments, with the original cozy, old-fashioned feel left intact.

Besides the luxurious Palace Hotel, Gstaad's four-star choices include the Bellevue Grand (Fax no. 42136), Bernerhof (Fax no. 46610), Christiana (Fax no. 47109) and the three-star Posthotel Rossli (no fax; tel. no. 43412); all are located in the heart of the village, an easy walk from the slopes, train station and shops. In nearby Saanen, the 150-room Steigenberger hotel (Fax no.



You'd better like cheese: Fondue meal

As anyone who visits Switzerland soon learns, cheese fondue is the national dish and is found almost everywhere. Traditionally melted in an earthenware pot over a tableside burner (the cheese is grated and mixed with wine, flour, garlic and a shot of cherry brandy), bitefuls are picked up with a piece of bread skewered on a long-handled fork.

A second delicious cheese dish, *raclette*, is fast gaining popularity with visiting Americans who seek it in the mountain towns in and around the eastern canton of Valais.

## Eat, Drink, and Be Ferried

The original way to serve *raclette* is to halve a whole cheese wheel and place the cut side facing a roaring fire until the cheese melts and can be scraped onto individual plates. Today, however, there are fewer and fewer places that use this slower technique, preferring to melt slices of cheese in an electric *raclette* "toaster" placed on the table. The *raclette* is usually accompanied by boiled new potatoes and crocks of pickled onions and dills.

Switzerland is wine country, too. Its vineyards produce wonderful crisp white wines and extremely pleasing reds. Some labels worth remembering are Dole, Dezaley, Saint-Saphorin, Riex, Lutry and Calamin.

### Getting to Switzerland

Most visitors fly into Geneva or Zurich. Swissair has daily flights from Atlanta, Boston, Chicago, New York and Philadelphia; Delta Airlines provides convenient connections to Swissair flights from numerous US cities. Together the airlines offer a choice of winter vacation packages in their 36-page booklet, *The Alpine Experience*. No rental car is needed in any of the above-mentioned resorts. To celebrate its 700th anniversary in 1991, Switzerland plans special festivals and cultural programs.

For flight information, check online in the Official Airline Guide Electronic Edition (GO OAG), Easy Sabre (GO SABRE) or Travelshopper (GO PARS).

The accommodating Swiss make traveling with much-needed winter clothes and ski gear a snap. For a minimal fee per item, bags and ski gear can be checked through to your final destination at departure from any Swissair terminal in the United States. When the flight arrives in Switzerland, your luggage is transported via bus or train directly to your hotel the same day.

The whole of Switzerland can be traversed by express train in four to five hours. Purchasing a Swiss Rail pass before you leave home is the most sensible way to go. It's good for unlimited travel to all destinations, but remember to have your pass validated the first day you plan to use it and also at a ticket window before you board your train.

The international airports of Geneva and Zurich contain sleek subterranean rail terminals that link with all major hubs throughout Switzerland. They are well marked and coded with signs lettered in English, French and German. You can even stave off a Mac attack. Beginning in May 1991 McDonald's will operate two family restaurant cars on the Swiss Rail system between Basel and Geneva.

For descriptive Christmas vacation information, contact the Swiss National Tourist Office, 608 Fifth Ave., New York, NY 10020; 212/757-5944, or the SNTO, 250 Stockton St., San Francisco, CA 94108; 415/362-2260.

-PP

44947), terraced into the hillside to offer good views, has a pool, sauna and solarium.

#### Kandersteg: Snug and Isolated

The virtually traffic-free village of Kandersteg is nonchalantly nestled into the base of an enormous cliff, two hours by train south of Swiss capital Berne. In summer, it's a bucolic village with ringing cow bells and many happy hikers. In winter, it sizzles with people, skiing downhill, cross-country touring, tobogganing and just plain relaxing. The small village is comfortable and non-chic.

For ski-touring enthusiasts there are more than 30 kilometers of prepared racing loops and trails. Since Kandersteg serves as the country's nordic training site, it has features other Swiss resorts lack. For instance, tracks, set in several lengths from 3 to 14 kilometers, are well maintained for everyone to use free of charge.

The town's 400-year-old buildings add to the region's Old World warmth and are colorfully decorated with traditional alpine motifs and bedecked with carefully tended evergreens. Kandersteg's intimate scale makes it an easy place to meet people. The town's rail position makes it easy to explore adjacent ski areas, including the major resort of Adelboden.

Kandersteg's restaurants are located in hotels (which is common all over Europe), and it is more convenient and less expensive to buy a half pension plan—breakfast and one other meal—considering a "meal" is a virtual banquet. A standout hotel for dining is the Victoria-Ritter (Fax no. 751490), operated by the caring, engaging Platzner family. The grand dining room is circa 1853 and the salon, with its roaring fireplace, is inviting.

#### Silvaplana: In the Shadow of St. Moritz

Somehow northern Europe's relentless line of honking and fuming cars hasn't quite penetrated this peaceful section of eastern Switzerland. Silvaplana is barely a mile from the concrete and glitter of St. Moritz, yet it's a world apart in atmosphere. Here, the traditional greeting one receives on the slopes or in the town market is "Allegra!" It's an expression of joy, and reflects the type of refreshing experience Silvaplana offers.

There are sleighs to ride, ski slopes to conquer, a wine called *stueberl* and restaurants serving tender veal cutlets for less cost than at home. Then, there's curling, a popular European sport that involves sliding polished granite stones across a long strip of ice

to a precise point at the other end. Silvaplana surely wins the prize for the country's largest curling rink.

To get around, hop a yellow postal bus (with musical triple-tone horns) for St. Moritz, Pontresina and the classy Glacier Express train that traverses the top of the Alps to Zermatt. Skiing's main event is on the 7,000-foot Corvatsch across from Silvaplana, which is only a portion of the 30-odd lift/runs network scattered throughout the valley.

There are numerous modestly priced hotels central to shops and cafés in Silvaplana. Perhaps first choice is the luxurious Chesa Guardalej (Fax no. 32373), with polished service, spacious rooms and excellent food, including the best steak this side of Kansas City.

Mega St. Moritz offers an endless selection of accommodations, dining spots, Christmas holiday entertainment (black-tie balls and parties at Badrutt's Palace) and shopping galore. Be sure to take a sleigh ride at least once across the lake; finish lunch with delectable Swiss chocolate and a cherry-flavored kirsch on a sunny terrace overlooking the grand St. Moritz valley.

*Pat Pugh, a free-lance travel writer based in Houston, is special features editor for The Dallas Times-Herald.*

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# State of the Nations

## ► Foreign travel advisories from the US Government are online.

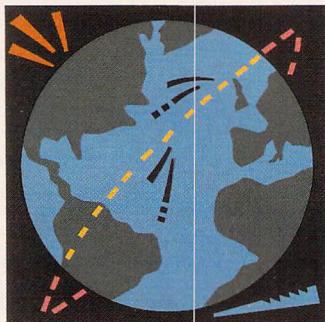
When Iraq invaded Kuwait Aug. 2, CompuServe members were among the first to receive official government information about the crisis through the State Department travel advisories, which are available online (GO STATE).

Thanks to recent enhancements in the service—the advisories are now uploaded directly from the State Department and come in full text rather than condensed versions—the information was quickly posted and contained greater detail than was previously available. A new menu option lists the most recently issued advisories.

Government travel publications also will be uploaded under the improved service. "Tips for Travelers," which contains information about customs plus vaccination and currency requirements in various parts of the world, is likely to be one of the first, according to Charles Smith, public affairs specialist in the State Department's Bureau of Consumer Affairs. These publications can be found in the library section of the Travel Forum (GO TRAVSIG).

But it is the advisories—covering such conditions as warfare, political unrest, hotel and motel shortages, currency regulations and other information of interest to the American traveler—that keep Smith busy.

The frequency of advisories is dependent upon world conditions, and months can go by without an advisory being issued. Lately, however, they're coming in "at a pretty brisk clip," says Smith, who is responsible for posting them. There are two kinds of advisory, he notes: warnings, which are the most serious, and cautions, which are less serious. Statements about the general conditions in a region—for instance, the Persian Gulf or the Middle East—are also issued as conditions warrant.



ANDREA EBERBACH

Whether the concern is aggression in Kuwait or cholera in India, advisories usually are initiated by staff at US embassies in response to local developments. Sometimes, in crises as explosive as the one in the Persian Gulf where it is obvious that US travelers are at risk, the State Department will immediately issue an advisory and then update it following consultation with embassy staff in the affected country.

On Aug. 2 when Iraqi tanks crossed Kuwait's border, Smith's first job was to inform the press of the invasion; his second job was to upload an advisory to CompuServe.

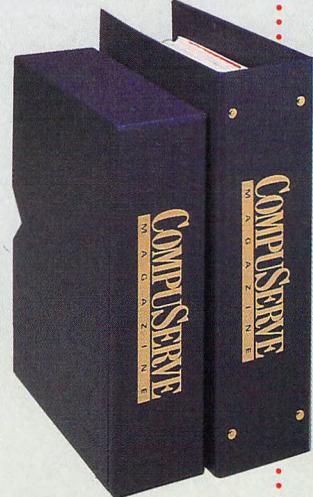
Advisory language tends to be unembellished and to the point. Here is the advisory for Kuwait dated Aug. 10: "KUWAIT—WARNING. Aug. 10, 1990. This advisory replaces the previous advisory of Aug. 7, 1990. American citizens should postpone all travel to Kuwait. The State Department has ordered all non-essential official embassy personnel and dependents to depart as soon as the situation permits. We urge all US citizens present in Kuwait to depart as soon as possible. US citizens are asked to stay in close contact with the US embassy. In Kuwait, the embassy is located at the corner of Gulf Road and First Ring Road across from the International Hotel. Its address is 13001 Safat, tel 965-242-4155. Expiration: Indefinite."

This message, containing a street address with directions, plus one or more phone numbers, is typical of the detail found in State Department travel advisories.

In addition to the recently issued advisories, Option 4 on the main menu, advisories can be accessed through an alphabetical listing of countries, Option 3, "Country Menus."

—Philip Bishop

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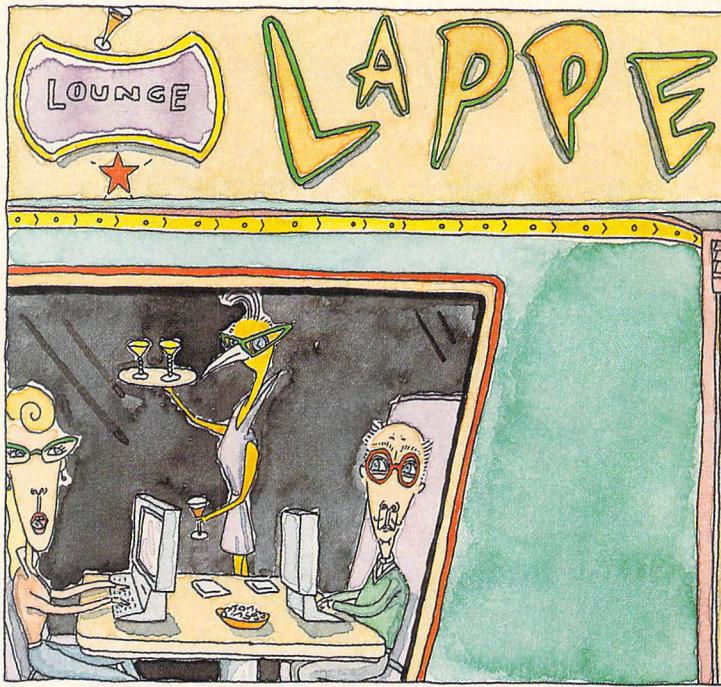
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**SATISFACTION GUARANTEED**

# Hanging by a Thread



► **Wit, weirdness and *esprit de corps* rule in message sections reserved for monkey, not forum, business.**

Out in the place we online junkies call "the Real World," it happens every day: the gang from the Widget Co. troops off at 5 o'clock, probably to some seedy, ill-lit tavern, where they knock back some long-necks and relax. Which means they talk about sports, movies, the subplots of *War and Peace* ... anything but widgets.

Here on CompuServe, the same phenomenon exists, except that we do our hanging out in the clean, well-lighted space around our monitors. The forums where we originally met fellow journalists, or Pascal programmers, or astronomy buffs become, over time, places where we know the cast of characters and feel at home. And instead of chatting about headlines or subroutines or asteroids, we start yacking about sports or movies—or widgets.

In many forums, the yack factor has been institutionalized in special talk-about-anything-but-the-topic sections. "I think any forum with a general focus needs a section of this type," said Alex Krislov, sysop for the Literary Forum. Krislov originally started the Lit Forum's "Chit-Chat Zone" in self-defense, since the "general" section had evolved into a chit-chat zone already. The zone's recent topics have ranged from the intramural sport of "relay napping" to what real writers drink to suggestions about which ear, or both, or neither, a male forum member should get pierced.

The generic name for hangouts like the "Chit-Chat Zone" is "Village Inn," but some forums have christened their sections with more proprietary terms. The Toshiba Forum

has a "Lappers' Lounge," the Aquaria/Fish Forum hosts a "Sushi Bar & Grill," and members of the Pets Forum meet around (what else?) "The Fire Hydrant." Other titles are somewhat more obscure. In the Science Fiction Forum—where the hot subjects of late have included Sylvester Stallone's character, pollution in New Jersey, and various members' favorite Kliban cat sheets, towels and calendars—it's the "Con Suite." The section is named after the "convention suite" set up in hotels at science fiction conferences in the Real World, another place notorious for attracting SF-minded socializers who end up talking about everything-but.

In some forums, the chat sections have even begotten offspring of their own. The TAPCIS Forum's original play-yard, "The Tap Room," early on "attracted a terrific group of folks who, in unguarded moments, could be completely off the wall," Sysop Joan Friedman cheerfully acknowledged. "It was all very witty and refreshing, but there was a kind of 'in group' quality about it that had us worried about how it was taking over a section we had hoped would be a welcome place for all."

To solve the problem, the forum created Section 8 (yep, that's all it's called) as a home for what Friedman terms "the crazier threads." (Last time we checked, the members were involved in a discussion of whether a first date to the zoo would inflame one's intended with animal-like lust, or whether most guys just wouldn't stack up to the gorillas.) But about a year after Section 8 was born, a group of regulars from both chat rooms began playing an online word game. The game became so manic that Section 17, "The Parlor," was created as a permanent home, and now the TAPCIS Forum has three lounges.

Something similar has happened in the

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▼  
A Visit to the Village Inns

▼  
Searchable Sex Ed, page 40

▼  
Outdoors and Online, page 42

▼  
Wines Nearby, p. 44



Apple II and Mac forums, sort of. Two former sections of the Macintosh New Users Forum, "NOT About Mac" and "MacWomen/Men" have joined new sections such as "The Rumour Mill" in the new Macintosh Community Clubhouse Forum, effectively making it a forum dedicated entirely to the Village Inn concept. Paraphrasing Robert Heinlein, Chief Sysop Neil Shapiro says, "this is Liberty Hall. You can spit on the mat and call the cat a bastard!"

The intent, says Shapiro, was to create a "lobby" for the other forums, where people could hold anomalous discussions without annoying those who might not care to jump in that basket. "I wanted to split off the new users, because a lot of them find it confusing to be in that informal milieu immediately," he says.

People who hang around a particular electronic schoolyard soon develop an intense home-team loyalty. In fact, if you ask almost anyone at all why a certain section is so compelling, he will probably tell you that it's because the people are the smartest, most interesting souls anywhere on CompuServe, and possibly in the known universe.

"Only the most clever and irascible are permitted into these sections of the TAPCIS Forum—an automatic filter screens out the bland," insists member Neil Rubenking. He then wanders off, muttering "Alms for the bland?"

"Lit Forum is a 'place' where you can actually do what the central theme or topic of the forum is about: writing," says member William C. Platt. "Many members are using the messages themselves as a sharpening tool, bouncing ideas and phrases off their friends or practicing narrative skill. Threads veer off into the hither realm because this is a group of creative people who enjoy the associative play as subjects suggest them-

## A Partial Menu to the Madness

If you're looking for some truly "open" discussion, saunter into any forum's non-topic area (usually one of the last message sections) to find threads that are as irrelevant as they are irreverent. Here are just a few of these weird-with-a-beard sections:

Sushi Bar & Grill	Aquaria/Fish Forum	GO FISHNET
Skeleton Closet	Genealogy Forum	GO ROOTS
Town Square	Investors' Forum	GO INVFORUM
Chit-Chat Zone	Literary Forum	GO LITFORUM
NOT About Mac, MacWomen/Men	Macintosh Clubhouse Forum	GO MACCLUB
Fire Hydrant	Pets Forum	GO PETS
Con Suite	Science Fiction Forum	GO SCIFI
The Tap Room, Section 8, The Parlor	TAPCIS Forum	GO TAPCIS
Lappers' Lounge	Toshiba Forum	GO TOSHIBA

selves, and the fun of an electronic writer's and reader's cocktail party." (Yeah, adds his colleague, Janet McConaughey, and it's "a party at which one almost never finds the guests barfing off the balcony and into the downstairs tenant's petunias.")

But over in the "Town Square" section of the Investors' Forum, they're just as fervent. "The humor in this forum differs from that in most CompuServe forums," says Mike Elphick—probably because traders "live on the edge," and share a profound cynicism. Their gallows humor translates into truly weird threads, such as the recent electronic novella about an Elvis imitator, his sleazy manager and their adventures trying to raise capital from the likes of Donald Trump. "As with most parodies these days," Elphick sighed, "we found it difficult to write fiction that was even more absurd than reality."

Valerie Perry, who hangs out in the Genealogy Forum's "Skeleton Closet" (where a recent thread discussed great lobster dinners various members have had, or may have in the future), suggested that "this particular forum is especially susceptible to 'non-shop talk.' Sometimes during the chats by the fireside, in the parlor and at the kitchen table, our ancestors weaved the stories that gave life to our history. I believe that's a tradition that continues. Genealogists are, after all, 'storytellers'."

They're all right, of course. Each forum really does contain some of the most compelling wits and tale-tellers you'll ever meet. Who are we to argue? Not to mention the extra added attraction that they'll be there when you want them—even after the Real World bars have closed, and the widget workers have all gone home.

"Each thread that gets started here is like a conversation between friends in a living room," adds Michael Thomas Slaughter, another denizen of the "Skeleton Closet." "You start out in one subject and then the subject changes as everyone makes different associations with what they've heard. I hate

to miss a night checking in to see what's going on here."

*Lindsay Van Gelder is a New York-based free-lance writer and a contributing writer whose articles appear in Town & Country, Lotus and New York Woman magazines. Her CompuServe User ID number is 70007,1416.*

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# Help from the 'Sexperts'

## ► The Human Sexuality Q&A database adds a key-word search function.

You have a question about sex but you're too embarrassed to call Dr. Ruth, too busy to see your physician and too impatient to wait until the subject comes up on *Donahue*.

What can you do?

You can take advantage of the new key-word search function of the Human Sexuality Information and Advisory Service (GO HSX). The HSX service, which for seven years has answered users' questions about health and sex, now offers a feature that allows you to enter a key word pertaining to the subject in question. You then are provided with a menu of helpful articles relating to your key word, many supplied by one of the numerous physicians and other health experts who contribute to the service.

"Key-word search makes this service state of the art, and it's a great leap forward in bringing sex education to large numbers of people," says Martha Lewis, who, with her husband, Howard, developed and manages the Human Sexuality Service.

In addition to supplying information through a question-and-answer format, HSX offers special features, interviews with experts, and health and sex manuals.

The service is organized into departments and browsing is encouraged. However, browsing may be time-consuming for a user who wants specific information about a specific topic. The key-word function quickly allows access to this information—you simply type the word, and select from questions on the topic that other users have asked.

Using the key-word function also helps users realize that they are not alone in their questions or concerns regarding health and sex. The Lewises have learned that if one user has a question about a topic, many other users typically have the same question. For that reason, they have developed a list of 400 key words from which a user can select. (Type LIST at the "Enter Your Topic" prompt.) The list covers more than 2,000 separate articles.

The key-word search is particularly easy to

use: For instance, if you want to learn more about jealousy in a romantic relationship, you could type GO HSXQA, which is the gateway to HSX's 10 general departments—ranging from family planning to disease to

tive," says Dr. Harold I. Lief, a professor of psychiatry at the University of Pennsylvania and a much-honored pioneer in sexual medicine. "There are thousands of people who are inhibited about asking questions about sex,

"The anonymity of the service is protective. There are thousands of people who are inhibited about asking questions about sex, and many don't have a physician to talk to."

—Dr. Harold I. Lief

lesbian and gay lifestyles. A separate menu choice, "Key Word Search," allows you to specify your own key word (i.e., "jealousy").

After making your selection, you can choose from a series of subtopics ("Dealing with Infidelity," "Is My Girlfriend Cheating?" "Why Do I Get So Jealous?" and others), select one, and read responses from experts in the area.

The Lewises, medical writers who have authored numerous books and articles about health and sex, take pride in the fact that many of the questions HSX gets each week are answered by a team of health-care professionals from across the country, including gynecologists, urologists, psychiatrists, sex therapists and other specialists.

Many of these professionals believe working with HSX gives them an opportunity to educate the public.

"The anonymity of the service is protec-

and many don't have a physician to talk to."

Lief believes that people today are getting more sophisticated about matters of sex, but that there is still much they do not know. "There's an enormous amount of misinformation about some subjects, such as AIDS and other sexually transmitted diseases," he says. "There's a great need for appropriate dissemination of information."

Dr. Mary Anna Friederich, a gynecologist and former medical director of Planned Parenthood in Phoenix, appreciates the immediacy of HSX that allows physicians to quickly spread news of the latest medical technology and new treatment of illnesses. Friederich, who is now on the staff of the Mayo Clinic's Scottsdale, Ariz., branch, believes that more people today are asking questions about topics such as sexual dysfunction and sexual pleasure—subjects that might have been taboo a decade ago.

Dr. Steven Berk, a child psychologist in Boston, not only provides answers for HSX users but also uses the service in his own practice. He sometimes takes teen-age patients to the computer terminal in his office, accesses HSX and shows them some of the questions to prove that they are not alone in having certain feelings about sex.

"I show them that others have the same problems and thoughts," he says. "It helps them tremendously."

Marilyn Greenwald is a freelance writer and assistant professor of journalism at the E.W. Scripps School of Journalism, Ohio University. Her CompuServe User ID number is 70006.2066.



## Heeeeere's Dr. Les W.

About two years ago, Dr. Leslie Wasserman, obstetrician-gynecologist, while "roaming around" the Human Sexuality services, discovered the HSX Support Groups and became involved in some of the online discussions about feelings and relationships. His comments were so valuable that he was asked to open a general consulting room in the "Ask Dr. Les W." section of the Open Forum (GO HSX-100).

Wasserman gives broadly applicable answers to members' health-related questions and encourages discussion among the forum participants.

To Wasserman, who is based in Virginia Beach, the HSX forums give users a chance to "talk" intelligently about health and sex issues—an opportunity most would never get, and one that is vital to the understanding of those issues.

"It's an outlet. You gain perspective from what other people are thinking," he says.

Wasserman's discussions have become so popular that some users think of him as a personal friend.

In addition to the Open Forum, there also is an Adult Forum (GO HSX-200), containing sections that deal with more sensitive topics. Those sections are "closed," requiring application for access.

Parents, please note: Your supervision is advised if your children access the Human Sexuality services. You can send a message to the sysop and request that your account not be allowed access to either or both forums.

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Reprinted from the May issue of Home Office Computing



by Jenine Nuwer

# Where the Writers Camp

## ► Outdoorish editors and scribes find online dialogue to be a natural fit.

Blazing trails is nothing new for those who love the outdoors. So it shouldn't seem surprising that those who write about the outdoors are blazing a few trails of their own.

Although the topics they research and write about are as basic as nature itself—hiking, skiing, camping, boating, fishing, hunting and the like—outdoors writers, led by the Outdoor Writers Association of America (OWAA), have embraced high technology and telecommunications. With a section and library in The Great Outdoors Forum (GO OUTDOORS), this group is plunging into electronic communications to link free-lance writers around the country with editors of such prestigious publications as *Outdoor Life*, *Sports Afield* and *Salt Water Sportsman*.

"What I really sell is ideas," says freelance writer Andy Cline of Independence, Mo. "Ideas have a short shelf life, and if I don't get them out quickly, someone else is bound to come up with the same idea. Being able to send queries to editors online means I can get a response in a day or two."

Of course, the responses aren't always positive. Joe Reynolds, forum manager and northeast editor for *Field & Stream* magazine, says the forum produced for one writer "the fastest rejection he's ever had—about 15 minutes!" Still, he maintains that this is an advantage, because the writer can send the idea off immediately to another editor, increasing chances for a sale.

The magazine editors are also entranced with this electronic link to writers they've never before met or worked with. Not only does it make their job of finding pertinent articles easier, but it also helps them work more closely with writers during the research and writing process.

Clare Conley, editor-in-chief of *Outdoor Life*, prefers the electronic exchange over more traditional paper-based communications that usually occur between editors and writers. "The exchange between writers and editors is more like talking than it is like writing. So we tend to be more thorough in our explanations with online people."

He recalls working with a writer recently on a story about Lyme disease. Using electronic mail, they sent the article-in-progress back and forth several times, discussing the direction it should take. "We actually see preliminary drafts of the stories in these cases. This is unheard-of in paper texts."

Carolee Boyles-Sprengel, who has worked as a free-lance outdoors writer for nearly a decade, particularly appreciates this personal attention. Last spring her life changed. Not only did she become a mother, but also she started using CompuServe to help make better connections in the outdoor publishing

industry. Living deep in the Florida countryside, 12 miles from the nearest town and 27 miles from the nearest library, she "felt like a voice in the wilderness." But the Outdoors Forum has changed that. "Online, I discovered that I am not the only one doing this."

Best of all, she has the opportunity to work more closely with editors. She says she has sent several queries to *Outdoor Life* in past years only to receive a standard form-letter rejection. The worst part was that she wasn't told why the stories weren't acceptable. When she queried *Outdoor Life* electronically, she was again rejected, but this time editor Conley told her why and what it would take to make it better. "We talked back and forth and finally worked up something that he needed. Electronically, writers get more personal attention," she says.

Art Michaels, editor of *Pennsylvania Angler*

## PERSONAL BUSINESS

Boyles-Sprengel has adopted online research as a way of life. Recently, she discovered the value of online expertise when she was researching an article on hunting and handguns. One person she interviewed told her about a scope she was unfamiliar with. Boyles-Sprengel posted a message in the forum asking for information on it, and a few hours later she had three detailed messages.

Reynolds says that in addition to benefiting the writers, this is good for all CompuServe members. "Imagine planning a fly fishing trip and being able to ask for tips from someone who not only fly fishes, but also writes about it. This is the equivalent of a golfer calling up Jack Nicklaus and asking his advice on golfing."

Finding experts to interview is also made easier with the online connection. Cline frequently taps the experts online, and for quick responses conducts interviews electronically.

"I can shoot the questions through CompuServe Mail and get answers almost immediately, eliminating expensive phone calls," he says.

Bill Clede, outdoors writers section leader and a past president of the OWAA, is a self-described maverick, and it is largely through his efforts that this electronic trail has been blazed. Although he admits that only a dent has been made in the potential of the medium, he insists that it has worked well so far because writers and editors realize the electronic link is profitable for them. "Telecommunications makes economic sense," he says.

The OWAA is a professional association for some 2,000 outdoors writers, all meeting its stiff membership requirements. Clede and Reynolds would like

to see all 2,000 online, up from the current 150 or so. Should that happen, an organization, such as the National Audubon Society, could instantly reach the country's best outdoors writers with its latest news and save hundreds of dollars in postage in the process.

Still, Reynolds wonders if all the changes would be for the better once a large number of writers are working online. For instance, the informality of the forum is one of its main attractions, and that could disappear with greater numbers. "Right now, editors are responding to every message online," he says, adding that this personal service might change if they were overwhelmed by electronic queries and submissions.

But both Reynolds and Clede believe the future of writing and editing is with electronic communication. The hard part is getting people in those fields not only to accept the medium but also to embrace it.

For more information, consult The Great Outdoors Forum, Section and Library 12, "OWAA."

# The Grape Next Door

## ► Regional wines are flavorful, affordable, and worth the search.

Non-California American wines used to have all the snob appeal of a vintage peanut butter-and-jelly sandwich on Wonder Bread. An Arkansas riesling? A Long Island chardonnay? The whole concept was as incongruous—and nearly as uncommon—as

Italian baseball park hot dogs or Parisian grits.

But today there are licensed wineries in almost every state—11 in Maryland, 22 in Virginia and six in Florida, just to give a few examples. The wines of Washington and Oregon are accepted as contenders with California, and the experts say there are potential future Washingtons and Oregons in places

such as Michigan, Texas and Indiana. The vines from all these regions have come a long way since the days when “Man, oh Manischewitz” pretty much summed up the possibilities: i.e., fine for those who had a screaming sweet tooth.

Some of the progress is scientific: hybrid grapes such as seyval, chancellor, foeh and baco have successfully taken root in American soil, especially in microclimates, producing grapes with more of a “European” taste and less of the old Concord grape sugariness. But some of the new-found interest also accompanies a growing respect for American regional food. Even three-star French chefs are now extolling such goodies as Maryland crab cakes, Tex-Mex barbecues and Chicago pizza. Regional American beer microbreweries began to grab the attention of gourmets a few years ago, and now it’s the vineyards’ turn.

The good news is that many of the wines are not only perfectly fine, but cheap—welcome news to any drinker who’s glumly watched the downward spiral of the dollar in the past few years. Five dollars a bottle is typical of the regional offerings, and few cost more than \$10, according to Robin Garr, assistant sysop of CompuServe’s Bacchus Wine Forum (GO WINEFORUM) and former wine critic for the *Louisville Courier-Journal*.

The bad news is that it’s tough to get your hands on a bottle. Most vineyards are Mom and Pop outfits that sell their wares on the premises, and perhaps in limited retail outlets, most often in the immediate vicinity. Few have the resources to advertise, which means that you could have a fabulous winery just a corkscrew’s throw from your house and not even know it.

Even worse, a maze of Prohibition-era statutes makes it especially difficult for wineries to sell directly to out-of-state customers. Many major carrier services, such as United Parcel, won’t even ship packages across state lines if they’re known to contain wine. (For an explanation of the legalities, check file SHPWIN.TXT in Library 7, “Wine Professionals.”) Some of the laws are winked at—in real life, state troopers aren’t likely to bag you as you cross the border from one state to another with a bottle or two in the glove compartment—but they do discourage small vintners from ranging far afield.

## White Wine and Blue Blood

It began one summer afternoon in 1986 when Larry Mawby, a Michigan wine-grower and regular on the Wine Forum, idly noted in a message to another forum member, “Were I King, I, in my enlightened monarchist way, would make champagne with Sunday breakfast a legal obligation of all citizens.” Eventually, he added, he would extend the requirement to daily bubbly, “thus solving most of the vexing social problems we face today.”

It was one of those magic moments, like the decision to dump tea into Boston Harbor or the storming of the Bastille. As online lepers groveled, King Larry of the Purple Foot was acclaimed by the electronic multitudes. The new realm’s official motto: “Give me Libation or Give me Death!”

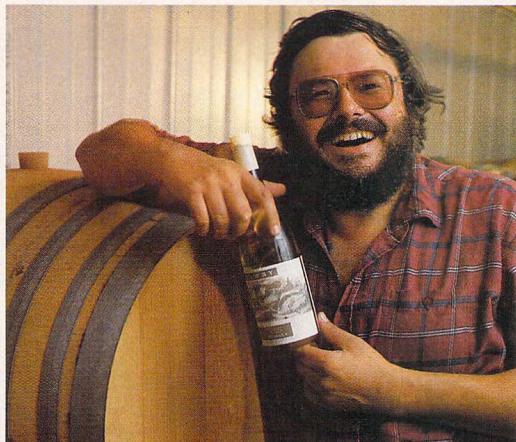
The story of the creation of the Royal Kingdom of Bacchanalia is memorialized in the forum’s Library 9, “King Larry,” along with all the gen-u-wine documents

pertaining to the history of the realm ... such as the official “Magnum Carta,” which contains such edicts as: “Some wine should be consumed with each meal. Champagne with breakfast, a dry white or lighter bodied red or rose with lunch, and a full-bodied white or red with dinner (followed, of course, with Port).”

You’ll also find news of the kingdom’s first duel (champagne corks at 20 paces, naturally), reports on its national sports heroes (a multitasking soccer-and-grape-stomping team), juicy details of the Royal Sorcerer’s most mean-spirited spellcasting (he turns your cabernet into Ripple) and fashion tips from the Prime Minister (who was torn between whether saffron or dark brown robes would better complement the chardonnay).

That’s Library IX, my lieges. No parchment necessary.

—LVG



DON RUTT

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So how can you cut through this loop? Wine Forum member Bill Hamilton, vice president of Chalone, a corporation that owns four California vineyards, says your best bet is developing a relationship with the top wine store in your own area. "It's like having a good family doctor," according to Hamilton. Wine shop owners often enjoy helping their customers learn about wine in general or little-known wines in particular, and they'll go out of their way to locate something special for you once you're a steady client.

Another Wine Forum regular, Emily Johnston, whose Copernica Vineyards in Maryland grow grapes for numerous local wineries, recommends joining a wine-tasting group. "There's one in almost every town, and in some states, there are also organized public tasting festivals at special times of the year." (Many of the tasting groups are organized by the American Wine Society, 3006 Latta Rd., Rochester, NY 14612; telephone 716/225-7613.)

The Wine Forum also has regular online tastings where members toast each other by phosphor instead of candlelight and report on the quality of what they're sipping. Sometimes everyone sips the same wine, and sometimes each person brings something that's available in his or her own area. (Next in the works: the annual tasting of the new Beaujolais from France, slated for a Wednesday in December. See "Forum Announcements" for details.)

Probably the most pleasant way to discover vineyards is on a lazy, meandering vacation. You can get lists of vineyards from most state tourist agencies; another source of names and addresses is Anthony Dias-Blue's *American Wine*. One of Robin Garr's personal favorites is the town of Hermann, Mo., founded generations ago by Germans and now the home of four regional wineries. (Garr especially esteems Stone Hill's Norton Red, which at \$15 is sort of a Chateau Lafitte of regional wines.) Many regional wineries—such as the old Vanderbilt mansion, the Biltmore, in Asheville, North Carolina, several in the rustic hunt country of Virginia, the Old South Winery on a plantation in Mississippi—would be picturesque destinations even for a teetotaler.

If you're new to the world of wine, you might want to look at file RGWINE.ARC in Library 2, "Tasting Notes"—a collection of columns written by Garr about the basics of wine drinking. But whatever you do, don't make the mistake of assuming that the Wine Forum is a snooty place, swarming with electronic sommeliers who just can't wait to mock you for your hopeless ignorance of which red from which year goes with what. "At our tastings, there's none of that one-upmanship of 'this smells like cloves' ... 'no,

you fool, it's nutmeg,'" laughs Garr. Adds Emily Johnston: "Our attitude is that a meal without wine is like a day without sun, but that doesn't mean that the wine has to be expensive, or accompanied by snobbish attitudes. It's just a beverage that's good, and good for you."

In fact, after careful consideration of how

to refer to themselves, the tasters of the Wine Forum decided that they were not wine fanciers, or oenophiles, or amis du vin, but "wine boozos."

Lindsay Van Gelder has written about IBM PCs and other computers for PC, PC World, PCjr and other publications. Her CompuServe User ID number is 70007,1416.

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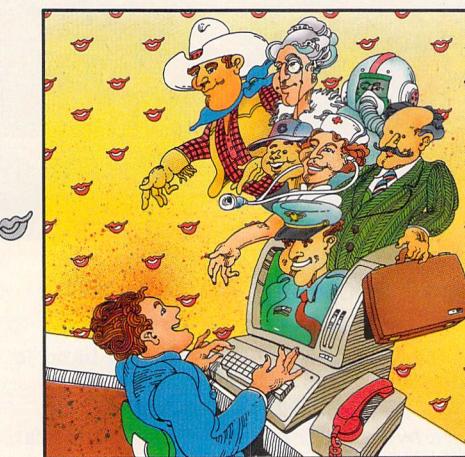
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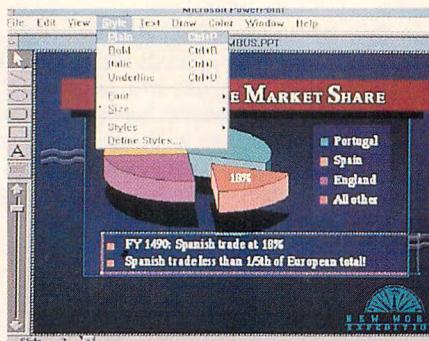


Following are summaries of reviews available for reading this month in *Online Today*. To read the complete reviews, type GO OLT-200 at any CompuServe Information Service prompt.

For additional *CompuServe Magazine/Online Today* reviews published during the past two years and illustrations of reviewed products, refer to the key-word searchable buyer's guides in Libraries 5 and 6 of the OLT Forum (GO OLTFORUM). Use Section 5 of the OLT Forum message board for discussion and questions of the reviews and related products.

### Norton on the Mac

Long popular on IBM computers, Peter Norton Computing's Norton Utilities have now come to the Macintosh. Reviewer Anthony Watkins found that some of the utilities in the package were similar to common Macintosh programs. Other utilities have unique features. Watkins concluded that the Norton Utilities are not perfect, but that they can be an important part of keeping a Macintosh computer and hard disk running up to its full potential. *GO OLT-5780*



### Windows Presentation Graphics

Microsoft Corp.'s PowerPoint has long been a leading Macintosh program for creating presentation graphics. Reviewer William J. Lynott says he was skeptical before he opened PowerPoint for Windows, but soon became convinced that the new version for IBM computers is every bit as powerful as the Macintosh version. Graphs alter themselves as your data changes, the program has a variety of slide-show and drawing tools, and it is one of the few programs that can display a graph and its data simultaneously. *GO OLT-5790*

### Superior Project Management

Microsoft's Corp.'s Project for Windows for IBM computers is a full-featured project manager that can track all phases of a complex task. It can help you allocate resources, plan budgets and schedule parts of the project. It also can help you see what parts of a project are running late or are over budget. Reviewer Christy Brothers found this program surprisingly flexible and easy to use considering its large number of features. However, she concludes that you may need to combine Project for Windows with Excel or another spreadsheet to manage complex projects. *GO OLT-5800*

### The Grammatical Mac

Reference Software's Grammatik 2.0 for Macintosh computers checks your writing for grammatical and style errors. You can have it put its comments into your text, or you can make corrections interactively. Reviewer Anthony Watkins says the program is much easier to use than earlier versions, but that you have to read the manual to fully use it. However, he says the program will make you a better writer if you take its suggestions to heart. *GO OLT-5870*



### Amiga Scanner & Graphics

Touchup from Migraph Inc. is an Amiga-based hand-held scanner and monochrome graphics program. The scanner can be used in four different resolutions and can capture an image up to 14 inches long. The software has a number of advanced drawing tools, but works with only monochrome drawings. Reviewer Cheryl Peterson says the program and hardware are unusual in the Amiga world because they don't support color, but that both are excellent tools for those interested in monochrome desktop publishing. *GO OLT-5810*

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MENTOR TECHNOLOGIES

GO OLI for more information.

### Past the 640K Barrier

Vericomp's Memory Master is a collection of utilities that help expand the 640K barrier on IBM computers. Some of the utilities make applications think you have more than 640K of DOS RAM; others shrink popular memory-resident programs to one-tenth their normal size. Reviewer Hardin Brothers says the modest price of this package is justified even if you use only one or two of the utilities. Several of the programs in this package are available separately as shareware or freeware on CompuServe. *GO OLT-5860*

## Programming for Windows

KnowledgePro (Windows) from Knowledge Garden Inc. lets users write programs for Microsoft Windows on IBM computers without months of study or specialized compilers. KnowledgePro (Windows) is designed for creating hypertext applications, but can also be used for writing almost any kind of program except those that perform extensive mathematical operations. Reviewer Hardin Brothers says the package requires some prior programming experience, but is excellent for almost anyone who wants to create a Windows application. *GO OLT-5880*

User: John	Age: 56	Sex: m	Height: 5'6"	Current Weight: 180 lbs
Calories Burned Exercising: 0 cal				Weight Goal: 180 lbs
These Are Your Personal Daily Requirements. Would You Like To Change Them? a				
Calories 1998 cal Protein 52 g Carbohydrate 287 g Total Fat 66 g Saturated Fat 20 g Cholesterol 196 mg Dietary Fiber 28 g Caffeine 200 mg Vitamin A 5000 IU Vitamin C 60 mg Water 1111 ml				
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Folacin 400 mcg	Sodium 1980 mg	Calcium 990 mg	Magnesium 350 mg	Potassium 5650 mg
Iron 16 mg				

## Stay on Your Holiday Diet

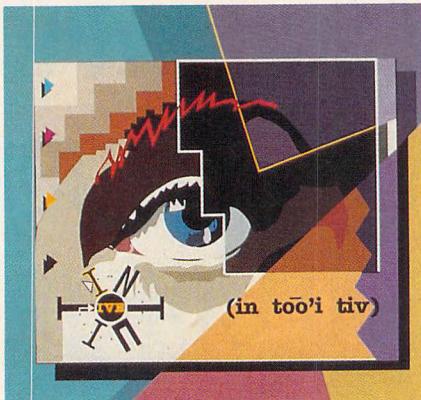
Diet Balancer 2.1 from Nutridata Software Corp. can help you define nutritional goals and measure your diet against those goals. This program for the IBM PC comes complete with an expandable database of information for about 1,600 foods. Reviewer Christy Brothers says the program lets you see how close you have come to a balanced diet for one to 60 days, and that the program's database and ease of use make it worth more than its retail price. *GO OLT-5850*

## System Modeling for Windows

MetaDesign, from Meta Software Corp., helps users create graphics and charts that explain complex processes and organizations. The program, which runs on IBM computers that use Windows, lets the user establish and manipulate graphic objects and text, as well as create relationships between projects. Reviewer Hardin Brothers says the program performs tasks that no other application can match, and that MetaDesign is exceptionally easy to use, even if the charts require several interrelated pages. *GO OLT-5830*

## Powerful Mac Spreadsheet

Ashton-Tate Corp.'s Full Impact 2.0 Spreadsheet for Macintosh computers has more features and is easier to use than competing products, according to reviewer Franklyn Jones. He reports that it has more functions, more powerful macro commands, and a better help system than the other spreadsheets he has used. In addition, Jones says that Full Impact creates better presentation graphics and data reports. *GO OLT-5840*



## Windows Graphics Shine

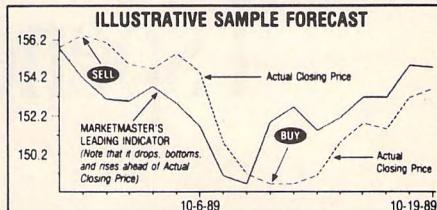
Corel Draw! 1.21 from Corel Systems Inc. is a major upgrade to this Windows-based graphics program. It includes a powerful trace utility, improved typeface import and export capabilities, and many other new features. Reviewer William J. Lynott was impressed with the program and says that this version puts Corel Draw! ahead of the competition, especially for those who are creating presentation graphics. *GO OLT-5850*

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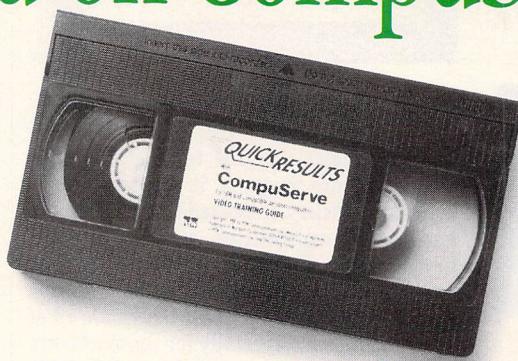
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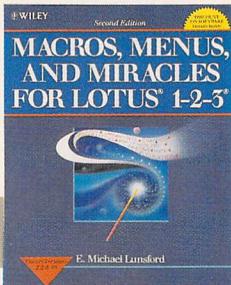
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# Book Reviews

## Online Book Reviews

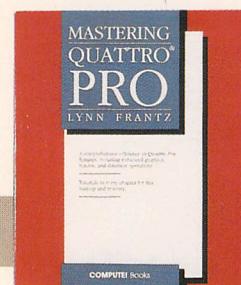
Following are summaries of book reviews available for reading this month in *Online Today Daily Edition*. To read the complete reviews, type GO OLT-240 at any CompuServe Information Service prompt.



### Macros, Menus and Miracles for Lotus 1-2-3

By E. Michael Lunsford  
John Wiley & Sons, 1990  
368 pages, \$24.95 (softcover)

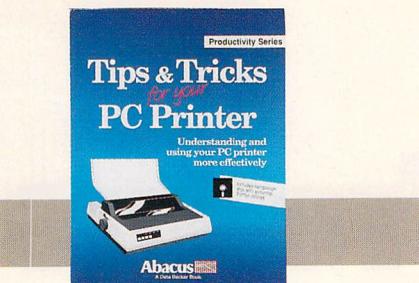
With step-by-step instructions for creating nearly 200 useful 1-2-3 macros, this book offers readers practical projects with potentially broad applications. Reviewer William J. Lynott asserts that most serious 1-2-3 users should be able to put this macro collection to work to justify the cost of the book. *GO OLT-5200*



### Mastering Quattro Pro

By Lynn Frantz  
COMPUTE! Books, 1990  
474 pages, \$24.95 (softcover)

A tutorial and reference guide for Quattro Pro, this book offers practical, ready-to-use examples for planning and building a spreadsheet, defining and using formulas and functions, and printing and filing the spreadsheet. Reviewer Brian D. Monahan says it will help both new and experienced users get the most out of the program. *GO OLT-5210*



### Tips & Tricks for Your PC Printer

By Ralf Ockenfelds  
Abacus, 1990  
394 pages, \$34.95 (softcover)

If you want to learn just how useful your dot-matrix printer can be, this is the book you need. Reviewer James Moran says the author offers practical applications and answers to many printer problems with "techie talk" kept to a minimum. *GO OLT-5230*



### Real World PageMaker 4: Industrial Strength Applications (Macintosh Edition)

By Olav Martin Kvern and Stephen Roth  
Bantam Books, 1990  
416 pages, \$24.95 (softcover)

Filled with valuable tips, tricks, techniques and explanations, this book by two PageMaker experts is probably the most comprehensive, authoritative book on the topic, says reviewer Christine Graves. *GO OLT-5240*

### Creating Interactive Multimedia: A Practical Guide

By Carol J. Anderson and Mark D. Veljkov  
Scott, Foresman Macintosh Computer Books, 1990  
210 pages, \$27.95 (softcover)

Although it reads and looks like a textbook, this book is praised by reviewer Anthony Watkins for its thorough introduction to the concept of interactive media as well as the hardware and software needed to create and produce such projects. *GO OLT-5250*

Adison-Wesley JONATHAN KAMIN

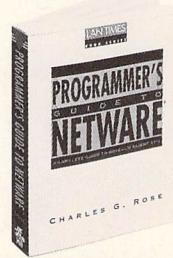


### PC Tools Deluxe

By Jonathan Kamin  
Addison-Wesley, 1990  
368 pages, \$19.95 (softcover)

Although this book is not indispensable, it will help make PC Tools Deluxe easier than ever to install and use. Reviewer Robert Sanchez praises it for the illustrations, good writing and accurate information, but above all for the sound advice offered by the author. *GO OLT-5220*

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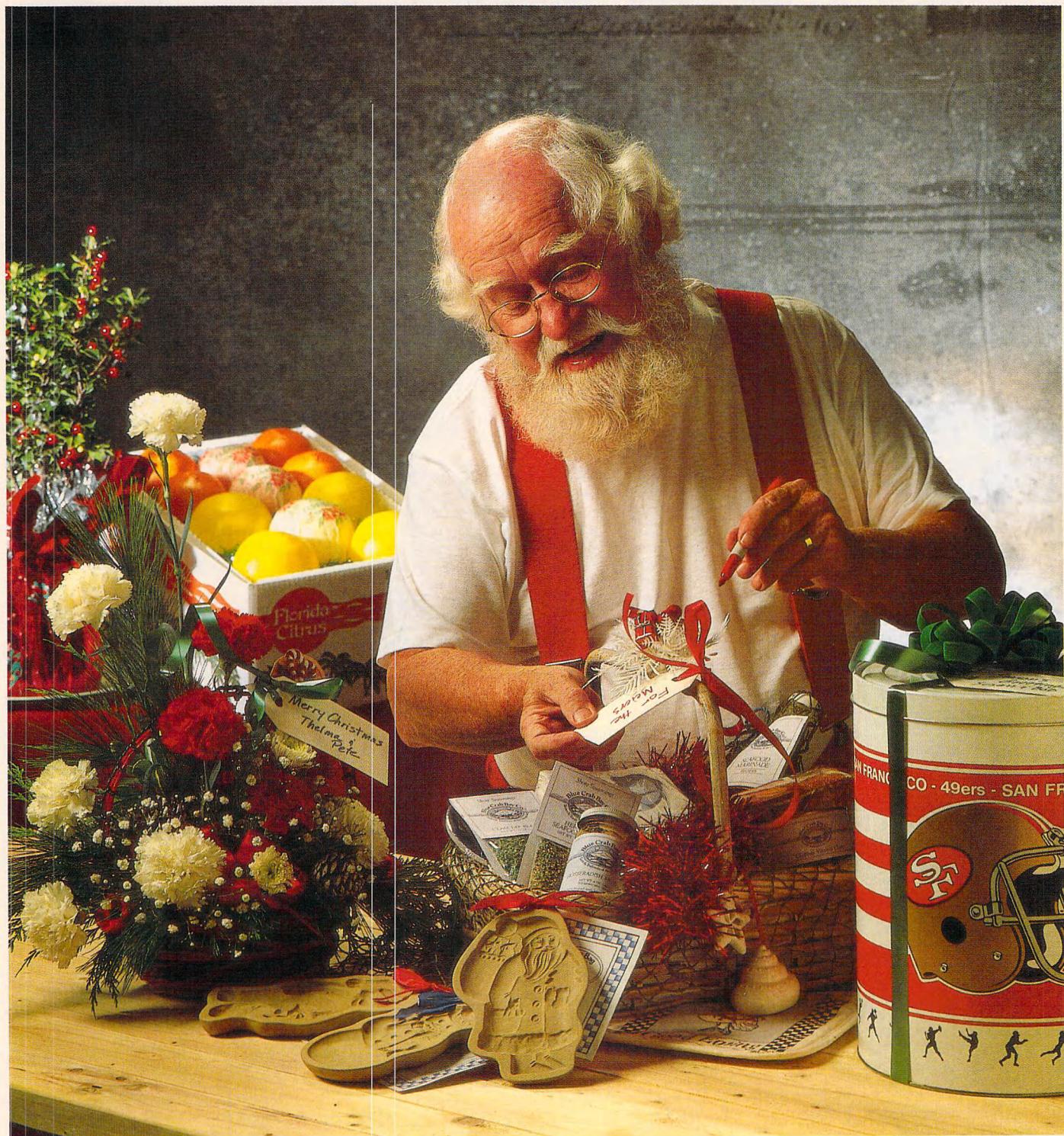
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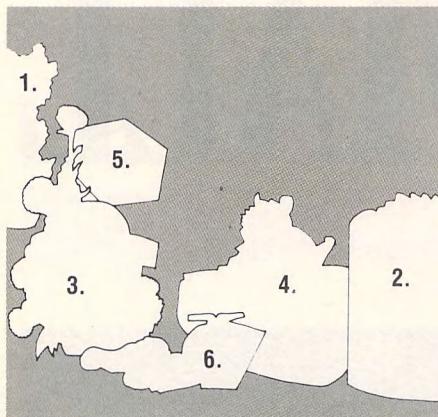
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From The Chef's Catalog. GO CC  
**\$12.50 each.**

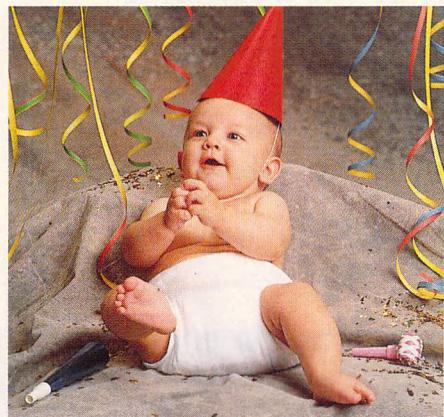
Order regular delivery by Dec. 10. Order Federal Express by Dec. 19: **(E).**

'Tis the season to eat, drink and be merry. Featured here is a bountiful array of holiday food and flowers for merry-making and gift-giving.

**The Mall's First Baby of 1991 Contest.**

We are looking for the first baby born to a CompuServe member in the new year! The lucky future CompuServe member will be showered with a basket of gifts from merchants in The Electronic Mall®, including a

- plush, squeezable stuffed rabbit from Squishy Wishy Zoo; a ● crib clown from Some Things Special Unique Boutique; a ● new baby basket of booty from Breton Harbor Baskets; a ● gift certificate for baby products from The Court Pharmacy; a ● Cody Bear Snack Pack from The Healthy Living Store; and more. For mom, a ● Tunturi sit-up bar from Push PedalPull Fitness will help her get back in shape. Coffee Anyone ??? is contributing a ● pound of Italian roast to keep dad awake during those 4 a.m. feedings. For a complete prize list and rules on how to enter, GO MALL.

**Get Thee to the Tree on Time.**

This holiday season, save time shopping online. Make sure your gifts arrive on time, too. For your convenience, order information is included for all gift items featured in this issue of *Go Mall*. "Order by" dates are for regular ground delivery within the continental United States. Merchants offering second-day air and overnight service are flagged by the notation **(E)**. When this notation appears, shoppers will be billed rush delivery rates in addition to regular shipping charges. Whenever shipping is included, such as with Florida Fruit Shippers' gift packs or Flower Stops' long-distance roses, this will be noted, too.

For complete shipping and handling information, including names of merchants who ship to Canada and overseas, consult The Mall's directory on pages 61 and 62. Online, GO MALL and select "Shop by Merchant" or "Shop by Department."

**Santa Claus Live at the Convention Center, Connect-Free.**

Mark your calendars now! Santa Claus is coming to town. On Sunday, Dec. 2, from 4 p.m. to 6 p.m. EST, Santa Claus and his elves will make a live appearance at the Convention Center online. Stop by and tell him what you would like for the holidays. Consult Santa and his savvy electronic elves for gift suggestions for the impossible to please. Bring the kids, too. To talk live with the North Pole node, GO CONVENTION. Connect time is free at the conference.

**Deck the Halls with AT&T Toll-Free 800 Directory.**

Deck the halls with holiday greenery ordered toll-free. Visit AT&T Toll-Free 800 Directory and select "Gifts, Holidays and Collectibles" under "Search by Category." More than three dozen sources for Christmas decorations and accessories are listed. Order wreaths from Central Maine Wreaths ... holly from Holly Pacific in Tacoma, Wash. ... heirloom Christmas stockings, tree trim, lights and more. For the tree, browse the listing of toll-free numbers for Christmas trees. Order your tree from the Brookfield Christmas Tree Plantation, Highland Farms of Oregon, or a dozen other sources. Remember, connect time is always free at AT&T Toll-Free 800 Directory. GO ATT.

**GO 99 and Find It Fast!**

Go online to order items pictured in *Go Mall* by typing 99 after any Mall Merchant's GO command. For example, select an item featured on the cover, type the merchant's GO command followed by 99 (i.e., GO BH99) and zip to a list of featured products.

**What the heck is "free connect"?**

When you browse in participating merchants' online stores during sponsored **free connect** time, you pay **no** standard CompuServe connect-time rates while shopping in that store, although applicable communications surcharges remain in effect. An up-to-date list of **free connect** time always can be found online in "Free Shopping and Mall Events."

**The price is right ... most of the time.**

All prices mentioned in *Go Mall* are the most accurate prices available at press time. However, occasionally a printed price will be out of date.

*Go Mall*, published monthly in *CompuServe Magazine*, is a shoppers guide for The Electronic Mall, a service of CompuServe Incorporated. For more information call 614/457-8600.

Editors: Cindy Morgan, Denise Erwin Anderson and Pam Busch.  
Art Director: Thom Misiak.  
Design: Dorothy Hogan.

## DOLLARS OFF

**A. Dexxa Mouse DLX by Logitech.**

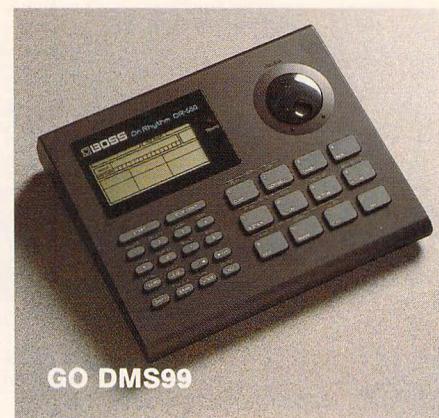
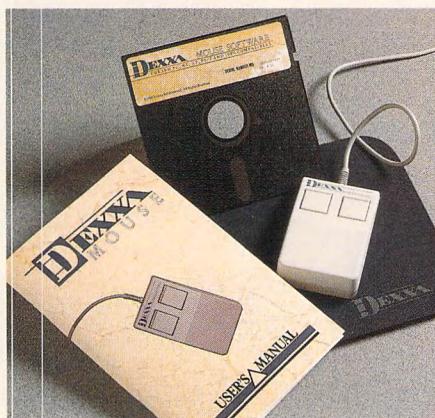
A two-button opto-mechanical mouse that is a snap to install and fun to use with your IBM PC, PC-XT, PC-AT, PS/2 or 100 percent-compatible system. Fully compatible with the industry-standard Microsoft mouse.

From Computer Express. GO CE

List price: \$69.96.

**Sale price: \$29.99.**

Order regular delivery by Dec. 17. UPS second-day air and overnight delivery: (E).



A

B

**B. Boss Dr. Rhythm DR-550.**

A versatile rhythm machine with 48 internal preset sounds including basic drums, popular Roland TR-808, Latin percussion and more.

From Discount Music Supply. GO DMS \$245.25.

Order regular delivery by Dec. 18. UPS second-day air and overnight delivery: (E).

**Type 99 after any merchant's GO command and zip to a list of their pictured products.**



C

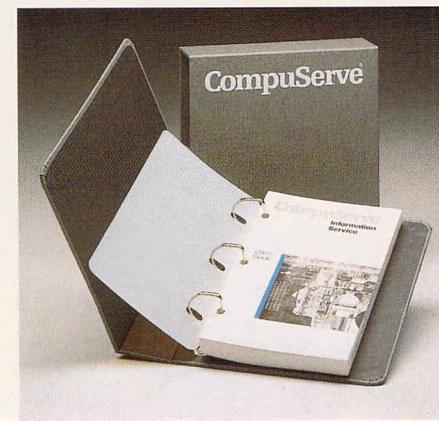
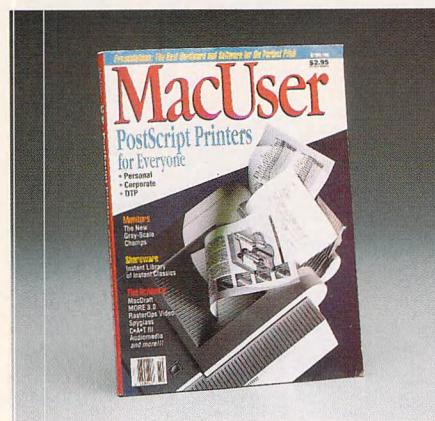
**C. Savings on Holiday Tapes and CDs.**

From CBS. A selection of holiday music, including Barbra Streisand's *Christmas Album*, *Merry Christmas* from Johnny Mathis, *A Canadian Brass Christmas Carol*, *Pretty Paper* by Willie Nelson and *God Rest Ye Merry Jazzman* with Wynton Marsalis.

From Radio Doctors. GO RD

Sale price: \$4.99 per tape, \$8.99 per CD.

Order regular delivery by Dec. 14. Federal Express: (E).



D

E

**D. Free Issue and Gift from MacUser.**

Request the next big, glossy, useful issue of *MacUser* absolutely risk-free online. If you want to keep *MacUser* coming, join as a subscriber and get 11 more issues. Receive a free copy of *MacUser*'s 1,001 Hints and Tips Disk with paid subscription.

From *MacUser*. GO MC

\$19.97.

**E. CompuServe Users Guide.**

The definitive guide. Fully indexed 200-page guide covers dozens of services including CompuServe Mail, forums, and CB Simulator.

From CompuServe Store. GO ORDER.

List price: \$14.95.

**Sale price \$9.95.**

## MEMBERS ONLY

**F. G. Last-Minute Gifts from Shoppers Advantage Club.**

More than a dozen last-minute gifts, all at low discount prices, including:

- Sason Moon Phase Watch (List price: \$25, Member sale price: \$15) • Pentax Minisport 35 II camera (List price: \$99, Member sale price: \$49)

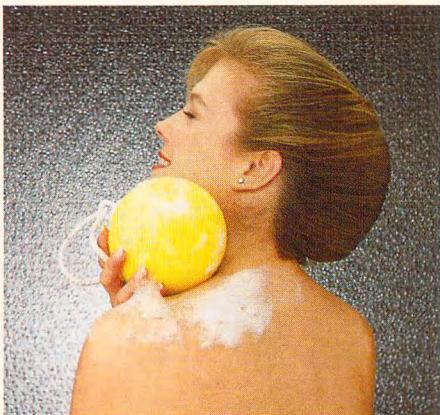
All welcome to browse. Purchasing for members only. Immediate online sign-up offered. All items delivered within seven business days!

From Shoppers Advantage Club. GO SAC

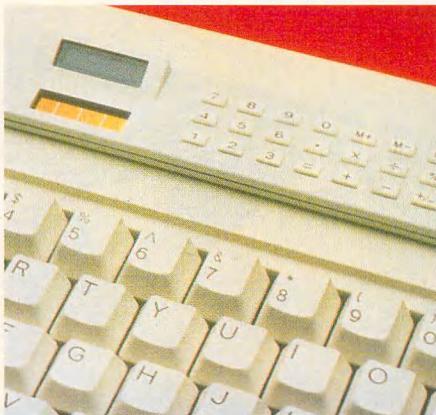


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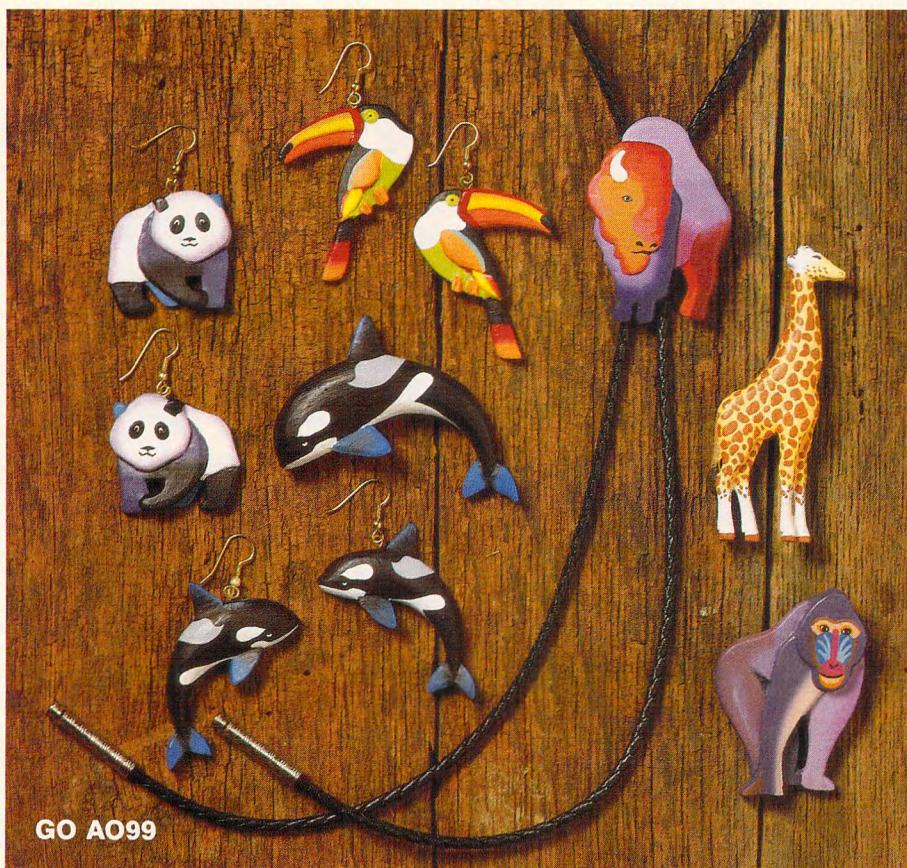
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A



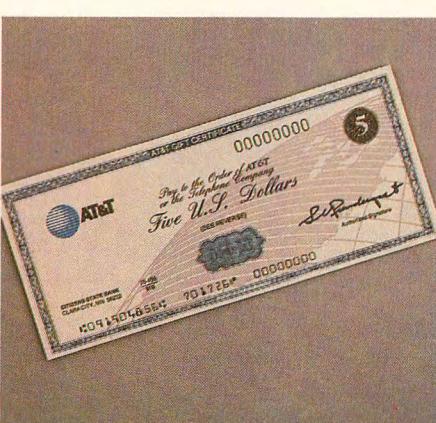
B



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E

## STOCKING STUFFERS

### A. Vibrating Bath Sponge.

Colorful, massaging sponge ball lathers up for a clean, comforting shower or bath. Vibrating action gives instant relief to tense muscles while you wash. Requires one C battery.

From The Court Pharmacy. GO RX \$15.

Order regular delivery by Dec. 17. UPS second-day and overnight delivery: (E).

### B. Curtis Keyboard Calculator.

Put multiple functions at your fingertips. Calculate without interrupting your current software program. Mounts easily on a clean, dry area of your keyboard. Solar powered.

From Computer Express. GO CE \$7.96.

Order regular delivery by Dec. 17. UPS second-day air and overnight delivery: (E).

### Racquetball Action Eyes Eyeguards by Bausch and Lomb.

Play it safe! The Rolls Royce of racquet sport eye guards. Color: crystal clear.

From The Sport Source. GO SS \$39.99.

Order regular delivery by Dec. 10.

### C. World Wildlife Fund Earrings, Pins and Neckware.

Select from a variety of endangered species, including Siberian tiger, toucan, bison, bottlenosed dolphin, snow leopard and giant panda. A portion of each sale benefits the World Wildlife Fund.

From Artwear/Outwest. GO AO Earrings: \$10. Pins: \$8. Bolo neckware: \$12.

Order regular delivery by Dec. 10.

Type 99 after any merchant's GO command and zip to a list of their pictured products.

### D. Tea and Apiaries.

A mini white wire basket, filled with the warmest and sweetest delights, including a personal-sized jar of delicious gourmet honey cream, a wooden honey dripper and a five-pack of Twinings tea. Shrink-wrapped for your convenience.

From Coffee Anyone ??? GO COF \$6.25.

Order regular delivery by Dec. 14. UPS second-day air delivery: (E).

### E. Order AT&T Gift Certificates Online.

Looking for a holiday gift suitable for everyone? Consider AT&T Gift Certificates. The Certificates can be used to pay for AT&T Long-Distance calls made any time to anywhere in the United States and to more than 250 countries around the world! Packaged in a special gift pack, containing five \$5 Certificates. Free connect Dec. 2 through 9.

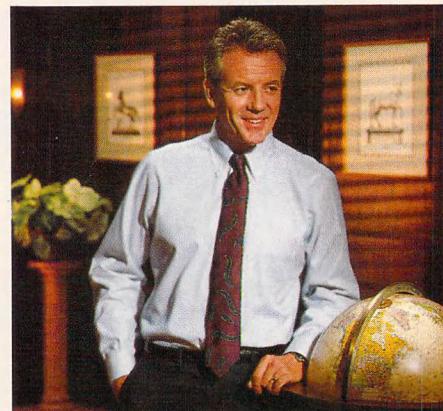
From AT&T Home Office Resources. GO ATT

**A. Rabbit Fur Trooper Cap.**

Reduced-weight traditional rabbit fur Trooper Cap with cotton poplin top, snap-down visor, full lining and inner-ear flaps.

From Brooks Brothers. GO BR  
\$50.

Order regular delivery by Dec. 17.  
UPS second-day air delivery: (E).



A

B

**B. Classic Button-down Collar Pinpoint Oxford Shirt.**

A classic button-down shirt in stylish stripes of burgundy or blue. Features seven-button front, split yoke, "Ivy League" back box pleat, left breast pocket, button-through sleeve plackets and extra long tails.

From Paul Fredrick Shirts. GO PFS  
\$35. Two for \$68.

Order regular delivery by Dec. 17.  
UPS second-day air delivery: (E).

**C. Magazine Gift Subscriptions.**

More than 300 magazines—all at discount prices. *Sports Illustrated*, *Time*, *Scientific American* and *Playboy* are especially recommended for holiday gift-giving. Specialty sporting publications include *Skin Diver*, *Golf*, *Plane & Pilot* and *Boating*. Order by Dec. 12 and Publishers Clearing House will send a gift card to you for presentation. After Dec. 13, cards will be sent directly to the recipient.

From Publishers Clearing House. GO PUB  
Order regular delivery by Dec. 17.



C

**D. Best-Selling Books.**

The latest in fiction, including *Hocus Pocus*; or, *What's the Hurry, Son?* by Kurt Vonnegut. List price: \$21.95, our price: \$18.66. *Rabbit at Rest* by John Updike. List price: \$24.95, our price: \$21.21. *The Plains of Passage* by Jean M. Auel. List price: \$24.95, our price: \$21.21.

From Wordsworth Books. GO WO

Order regular delivery by Dec. 17. Overnight and second-day delivery: (E).

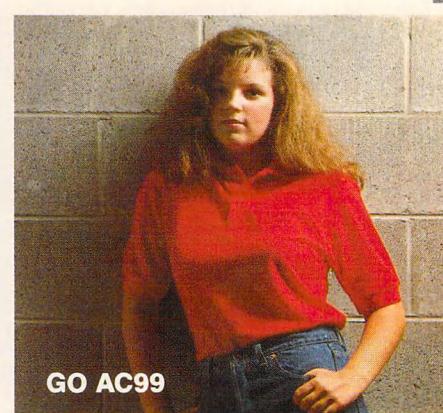
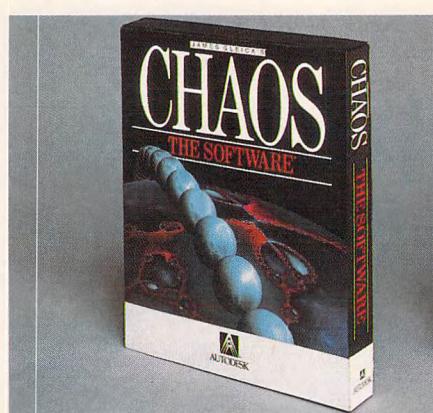


D

**E. Nature's Chaos and Chaos: The Software.**

An oversized picture book that is a stunning union of art and science. Photographs by Eliot Porter and text by James Gleick, author of the best seller, *Chaos*, (\$29.95). Also, *Chaos: The Software*, an all-new computer graphics program illustrates applications of Chaos Theory in nature (\$59.95).

From Yes! Books and Video. GO YB  
Order regular delivery by Dec. 10.



E

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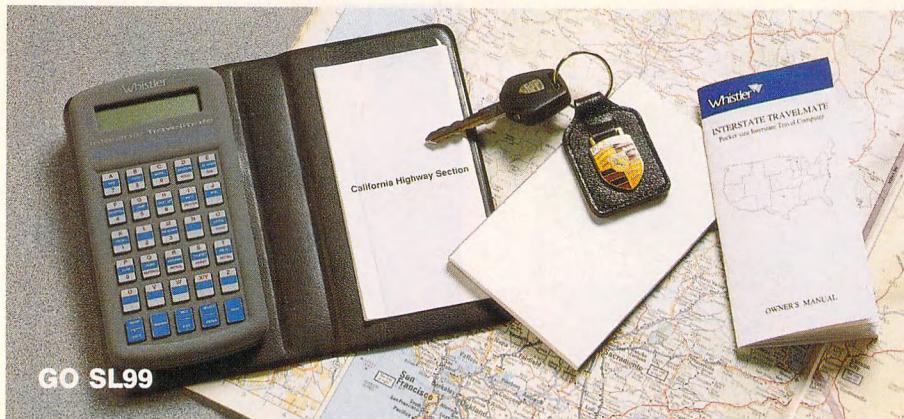
**F. Polos priced low.**

Levi's knit pique polo shirt—available in a selection of colors, made of a cotton/polyester blend, which will keep its shape wash after wash.

From Americana Clothing. GO AC  
\$16.

Order regular delivery by Dec. 15. Overnight delivery: (E).

Type 99 after any merchant's GO command and zip to a list of their pictured products.



A

**A. Travel Computer.**

Tell the Interstate Travel Computer what state you are in and the highway you are on and it will tell you the nearest gas station, motel, campgrounds or restaurant! More than 30,000 places referenced. More than 13,000 exits for hospitals, places of interest and more. Annual update available. Battery included.

From Sharon Luggage and Gifts. GO SL \$99.95.

Order regular delivery by Dec. 19. Federal Express: (E).

Type 99 after any merchant's GO command and zip to a list of their pictured products.

**B. C. McGee and Katie's Farm.**

NO WORDS Software by Broderbund. Introduce your child to the personal computer. McGee and Katie's Farm are both easily controlled by mouse action. There are no words or commands to memorize! For the Apple, Apple IIgs and Macintosh.

From CDA Computer Sales. GO CDA \$28 each. \$53 for both.

Order regular delivery by Dec. 20. UPS second-day air delivery and overnight delivery: (E).

**D. C++: The Complete Reference.**

By Herbert Schildt, best-selling author of more than a dozen C books. Covers C++ in full detail, starting with aspects common to the C and C++ languages. Includes several chapters on effective C++ software development.

From McGraw-Hill Books Co. GO MH \$24.95 trade paperback.

Order regular delivery by Dec. 19. Overnight delivery: (E).

**E. Calendar Creator Plus.**

Simplifies planning and scheduling. Make calendars for special projects or create your own personal appointment calendar, complete with graphics. Ideal for those who need to schedule hourly appointments.

From MicroWarehouse. GO MCW \$39.

Order regular delivery by Dec. 21. Overnight service for orders placed before 7 p.m.: \$7.

**F. Hoyle's Book of Games by Sierra.**

Features the basic rules of play for Solitaire, Gin Rummy, Crazy 8's, Old Maid, Cribbage and Hearts. Choose from a host of challengers. Amiga, ST and IBM. Also available, *Hoyle's Book of Games* #2 (\$23).

From Software Discounters of America. GO SDA

**Sale price: \$23.**

Order regular delivery by Dec. 18. New overseas service: (E). Overnight delivery: (E).

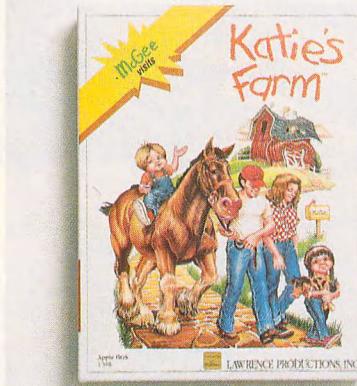
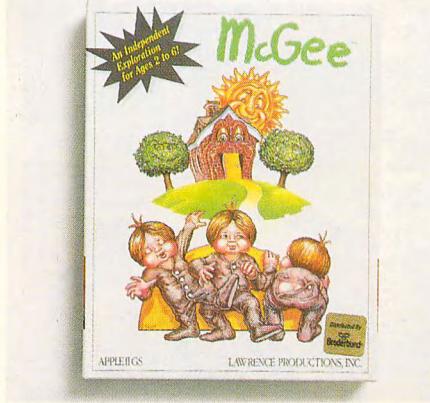
**G. CompuServe Information Manager—DOS and Mac.**

Revolutionizes the way in which members interact with CompuServe. Access, sort, and use information more effectively and economically. MS-DOS and Macintosh.

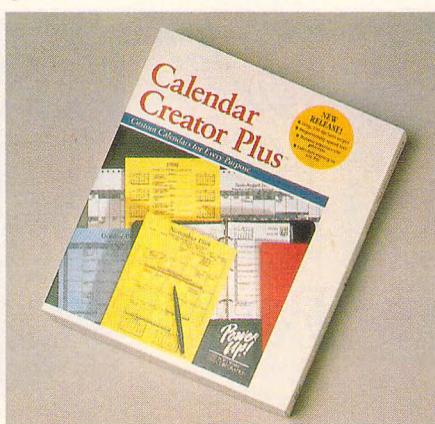
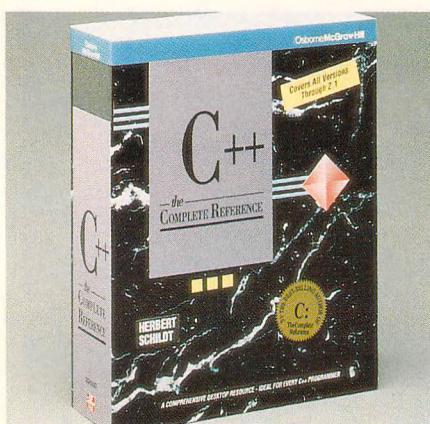
From CompuServe Store. GO ORDER. Member price: \$24.95.

Non-member price: \$39.95.

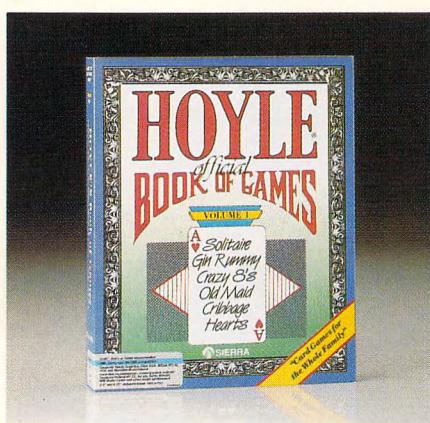
B



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F

**A. JCPenney Gift Certificates.**

Available in denominations of \$5, \$10, \$25, \$50 and \$100. Redeemable for any merchandise in a JCPenney catalog or retail store. Send the certificates directly to the recipient or to yourself. Allow five to seven working days for delivery.

From JCPenney. GO JCP

Type 99 after any merchant's GO command and zip to a list of their pictured products.

**B. Motion Sensing Security Switch.**

Replaces an ordinary wall switch in your home for indoor automated lighting. Turns lights on when it senses body heat and motion. Unique security feature flashes lights if someone enters the room to alert you. Easy to install. Includes manual override.

From Heathkit. GO HTH

\$34.97.

Order regular delivery by Dec. 10.

Overnight delivery: (E).

**C. Gift Packages for Pets.**

Toy chest for dogs packed with toys, treats and a free bone! Gift pack for cats features balls, catnip mouse and more.

From Tall Tails. GO TT

\$16.99 for dogs.

\$15.99 for cats.

Order regular delivery by Dec. 3.

**Pioneer Laser Disk Players.**

Pioneer laser disk players to accommodate all sizes of laser disks, including standard 5-inch CDs. Priced from \$399 for the Pioneer CLD-980 to \$1,099 for Pioneer's CLD-3080. Other available components include surround-sound speakers, receivers, cassette decks and remote control.

From Laser's Edge. GO LE

Order regular delivery by Dec. 18.

Overnight delivery: (E).

**Sangean's AM/FM Stereo and TV Sound Digital Receiver.**

So compact it fits in your shirt pocket or clips neatly to your belt. Packed with features, this unique receiver lets you catch the audio portion of a favorite TV show or sports broadcast remotely. Features include PLL synthesized tuning, TV channels 2 to 13, 19 memory presets, auto scanning, built-in speaker, auto shut-off and more. Weighs only 5 ounces without batteries.

From Miltrobe Electronics. GO MI.

\$79.95.

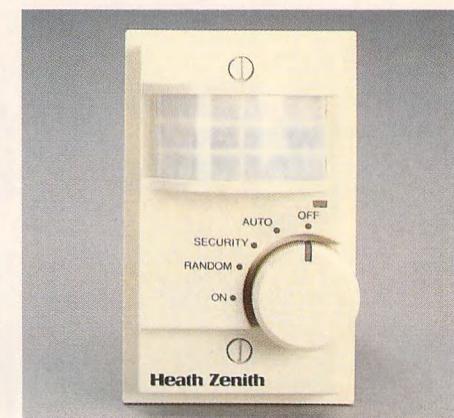
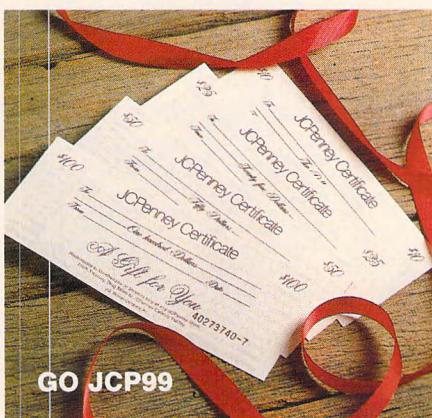
Order regular delivery by Dec. 10.

Overnight delivery: (E).

**D. Ford Aerostar's Four-Wheel Drive is Computer-Controlled.**

The 1991 Ford Aerostar Wagon has many features, but its full-time four-wheel drive is one of the most advanced. State-of-the-art computer technology helps maintain control, automatically, regardless of driving conditions. Read all the details about Ford's current Feature Vehicle in Ford Division's Electronic Showroom. Free full-color brochure.

From Ford Motor Co. GO FORD



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D



A



B



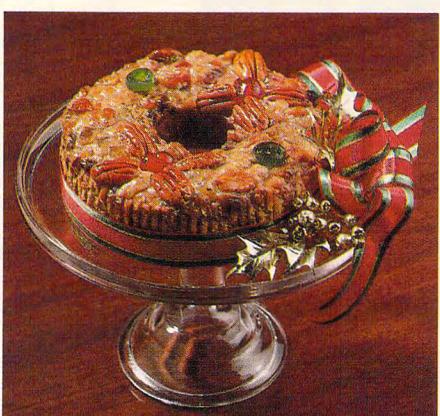
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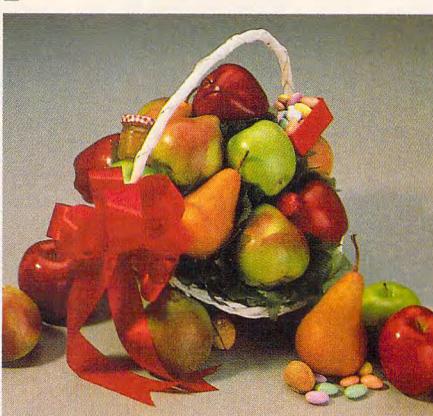
D



E



F



G

**A. Children's Cello Bag.**

Pink cello bag features Jemima Puddleduck soap, bear soap, bear nailbrush and bear toothbrush. Blue collection, Tom Kitten motif. Free gift wrap.

From Crabtree & Evelyn. GO CR \$12.50 each.

Order regular delivery by Dec. 12. Second-day air and overnight delivery: (E).

**B. Museum Alphabet Crib Set.**

Delicate Kate Greenaway design, 100 percent cotton quilt, bumper pad and sheet set. Made in France exclusively for the Museum. Reversible ABC quilt 42 by 30 inches. Machine-washable and dryer-safe.

From Museum of Fine Arts, Boston. GO FA Quilt, bumper and sheet set: \$198. Members price: \$178.20.

Quilt only: \$95. Members price: \$85.50. Order regular delivery by Dec. 14. Overnight delivery: (E).

**C. Hickory Farms Picnic Basket Sampler.**

Fern hamper filled with goodies, including 14-ounce beef stick, 7.5-ounce apple pie cheddar, 7-ounce gouda, strawberry bonbons and more. Measures 14- by 8.5- by 5.5-inches.

From Sears. GO SEARS \$39.50.

Order regular delivery by Dec. 14.

Order Federal Express by Dec. 20: (E).

**Type 99 after any merchant's GO command and zip to a list of their pictured products.**

**D. Giant Freshwater Prawns.**

Lend a sophisticated touch to any holiday menu. Prawns turn flame red when cooked. Includes free recipes and complete information on preparation. Shipped fresh daily via UPS overnight delivery. Approximately 6 prawns per pound. Minimum order 3 pounds \$10.14/lb., plus shipping through Dec. 31.

From Starnet's Catch of the Day. GO NET

**E. Uncle Francesco's Spaghetti Selection.**

A lovely tin with 24 ounces of amino-acid balanced spaghetti, a spaghetti scoop, plus Uncle Francesco's award-winning sauce recipe!

From The Healthy Living Store. GO HL \$14.95.

Order regular delivery by Dec. 17. Second-day air and overnight delivery: (E).

**F. Sterling Manor Fruitcake.**

Made with the finest ingredients. Elegantly packaged in an embossed silver gift box. Free shipping. Last day Dec. 19.

From Helen Hutchleys. GO HH 30 oz. \$24.95

**G. Harvest Basket.**

Includes Comice and Bosc pears, Red Delicious and Granny Smith apples. Plus, a 1.5-ounce jar of orange marmalade, fancy whole walnuts, chocolate Jordan almonds and festive foil-wrapped dates.

From Food America. GO FO \$34.95.

Order regular delivery by Dec. 10.

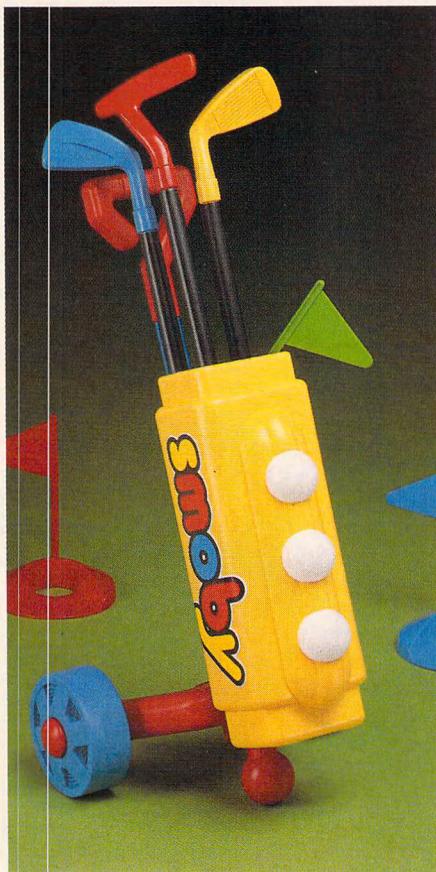
**A. Smoby Junior Golf Set.**

Golf can be child's play with this colorful Smoby golf bag, cart and clubs. Three movable holes with flags let youngsters design their own course. The set includes two irons, a putter and three balls. Ages 5 and younger.

From Austad's Golf Shop. GO AU

**\$39.95.**

Order regular delivery by Dec. 17. UPS second-day and overnight delivery: (E).

**B. CIC Polar Accurex Heart Monitor.**

Uses ECG heart rate sensing with high/low alarms. Water-resistant for swimmers. Computes "quality time"—total exercise time in and out of target zone.

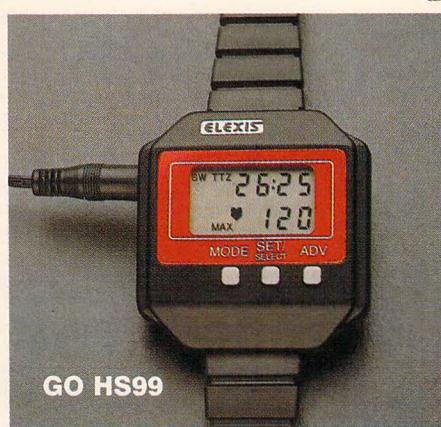
From Push Pedal Pull Fitness. GO PPP  
Regular price: \$279.

**Sale price: \$249.**

Free Shipping. Order regular delivery by Dec. 14. UPS second-day air delivery and Federal Express: (E).



B



C

**C. Pulse Monitoring Wrist Watch.**

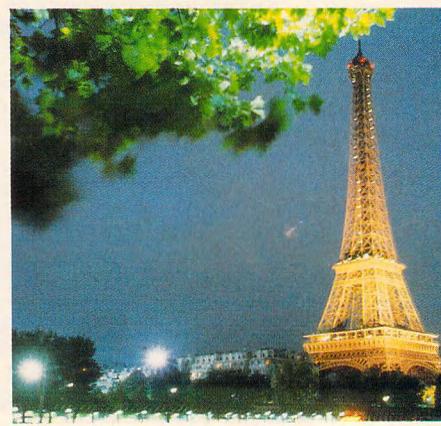
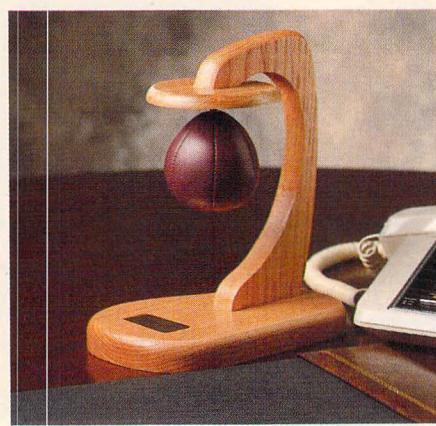
Ideal for athletes and rehabilitating cardiac patients. Monitor your heart rate while walking or exercising.

From Hammacher Schlemmer. GO HS  
\$59.95.

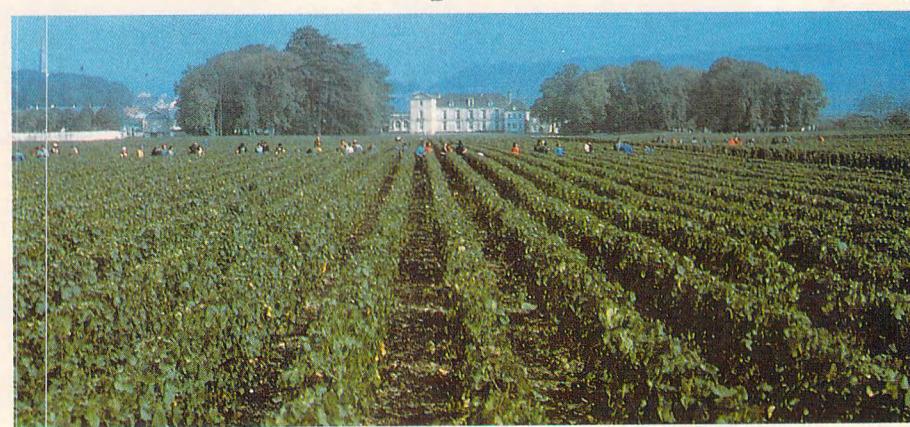
Order regular delivery by Dec. 13. Order Federal Express by Dec. 19: (E).

**Type 99 after any merchant's GO command and zip to a list of their pictured products.**

A



D



F

**E. See the World with Private Reserve.**

Start with the NFL's Greatest Hits, featuring John Elway's 98-yard drive that lead to the Bronco's 1986 AFC championship, Franco Harris' "Immaculate Reception," and more.

10-day free trial examination. Keep it for only **\$14.99**. Future tapes, will arrive one every other month for just **\$19.99**. Return any unwanted tapes, no questions asked.

From Time-Life Books, Music and Video.  
GO TL.

**F. Tour Domaine du Chateau de Meursault.**

Going to France? Request free press and travel kits about the Burgundian wineries in France, including the world-famous Domaine du Chateau de Meursault.

From France Info. GO FI  
**Free.**

# THE ELECTRONIC MALL DIRECTORY

The Electronic Mall Directory is designed to assist you with information about each of our merchants. All entries contain three lines as follows:

**Merchant Name [GO Command]**

Description of products/services

Billing options Countries served

An example entry would look like this:

**ABC NOVELTY STORE [ABC]**

Books, knick-knacks, collectibles

VI/MC/AM/CSH US/CD/JP/OT

You may visit the ABC NOVELTY STORE by using the quick reference word (GO ABC) at any CompuServe Information Service ! prompt.

**Billing options** codes indicate the methods of payment the merchant accepts as follows:

VI – Visa

MC – MasterCard

AM – American Express

DI – Diners Club

DIS – Discover Card

SC – Merchant's own store card

COD – COD

CSH – Cash, check, money order

DB – Direct bill

NA – No billing applies

(Advertiser only)

**Country codes** indicate the countries the merchant is able to ship to as follows:

US – United States

CD – Canada

JP – Japan

OT – Other foreign countries

**Catalog options** for merchants offering catalogs are indicated by the following codes.

▪ Offers free print catalog.

\* Denotes electronic order form for use with print catalog.

• Credits cost of print catalog toward purchase.

† Denotes new merchant.

## A

**AIR FRANCE [AF]**

Information on tours, sights and scenes.

VI/MC US/CD

**ALAMO RENT A CAR [AL]**

Information on rates, benefits, locations.

NA US/OT

**ALASKA GENERAL STORE [AK]**

Alaskan jewelry, ivory, gold, gifts.

VI/MC/AM/DIS US/CD/JP/OT

**AMERICANA CLOTHING [AC]**

Levi jeans and casual wear, Dockers slacks.

VI/MC/AM/COD/CSH US/CD/JP/OT

**ARTWEAR/OUTWEST [AO]**

Hand-designed shirts and jewelry.

VI/MC/AM US/CD/JP/OT

**AT&T HOME-OFFICE RESOURCES**

**ONLINE [ATT]**

Technology that brings success home.

NA US/CD/JP/OT

**AT&T TOLL-FREE 800 DIRECTORY**

**[ATT]**

Thousands of toll-free numbers always **free** of connect-time fees.

VI/MC US

**AUSTAD'S GOLF SHOP [AU]**

Golfing accessories, apparel, gifts.

VI/MC/AM/DIS US

**AUTOMOBILE INFORMATION**

**CENTER [AI]**

Wholesale/retail prices from 1978.

VI/MC US/CD

**AUTOQUOT-R [AQ]**

Vehicle price quotation service.

VI/MC/AM US

## B

**BRADY BOOKS [BB]**

PC books, utilities, software.

VI/MC US/CD

**BRETON HARBOR BASKET**

**CO. [BH]**

Gift baskets, gourmet foods, bath and skin-care products.

VI/MC US

**BROOKS BROTHERS [BR]**

Fine men's and ladies' apparel and accessories

VI/MC/AM/DI/SC US/CD/JP/OT

**CRABTREE & EVELYN [CR]**

\* Beauty products, sweets, gift packs.

VI/MC/AM US/CD

**CREATE-A-BOOK [CK]**

Fun books that make your child a star.

VI/MC US

## D

**DIRECT MICRO [DM]**

\* Discount computer disks and supplies.

VI/MC/COD US/CD/JP/OT

**DISCOUNT MUSIC SUPPLY**

**[DMS]**

\* Guitar effects and accessories.

VI/MC/COD US/CD/JP/OT

**DOW JONES & CO. [DJ]**

Business and financial periodicals.

VI/MC/AM US/CD

**DREYFUS CORP. [DR]**

Mutual funds and investment information.

VI US

## E

**EXECUTIVE STAMPER [EX]**

\* Rubber stamps, engraved gifts.

VI/MC/AM/DI/DIS US/CD/JP/OT

## F

**FLORIDA FRUIT SHIPPERS**

**[FFS]**

\* Premium fruit and gift shippers.

VI/MC/AM US/CD/JP/OT

**FLOWER STOP [FS]**

Flower and gift delivery service.

VI/MC/AM/DI/DIS US

**FOOD AMERICA [FO]**

\* Gourmet delicacies, desserts from around the USA.

New! GO FO for details

**FORD MOTOR CO. [FORD]**

Car and truck information, dealer locator.

VI/MC US/CD

**FRANCE INFO USA [FI]**

A kiosk of information about France.

VI/MC/AM/COD/DB US/CD/JP/OT

## G

**GIMMEE JIMMY'S COOKIES [GIM]**

Gourmet cookies, custom orders.

VI/MC/AM/DIS US/CD/JP/OT

**GODIVA CHOCOLATIER [GC]**

\* Gourmet chocolate and gifts.

VI/MC/AM US

**A GUIDE TO INCORPORATING**

**[INC]**

Nationwide incorporating service.

NA US

## H

**H&R BLOCK [HRB]**

The income tax people.

NA US

**HAMMACHER SCHLEMMER**

**[HS]**

\* Gifts, unique and unusual products.

VI/MC/AM/DI US/CD/JP/OT

**THE HEALTHY LIVING**

**STORE [HL]**

\* Gifts, environmental & health products.

VI/MC/AM/CSH US/CD

**THE HEATH COMPANY [HTH]**

\* Home Security and Automation.

VI/MC/AM/SC US/CD

**HELEN HUTCHLEYS LA**

**DOLCERIA [HH]**

\* Chocolate, nuts and candy.

VI/MC/AM US

**HOBBY CENTER TOYS [HC]**

Hobbies, trains, dolls and games.

VI/MC/AM/DI/DIS/CSH US/CD/JP/OT

## J

**JCPENNEY [JCP]**

\* Apparel, furnishings, electronics.

VI/MC/AM/DI/DIS/SC US

## L

**LASER'S EDGE, THE [LE]**

Your one-stop laser video store.

VI/MC/AM/DIS US/CD/JP/OT

## M

**MACFRIENDS [MF]**

\* Macintosh hardware and products.

VI/MC/AM/DIS/COD US/CD/JP/OT

**MACUSER [MC]**

Save 58 percent and receive free gift.

VI/MC/DB US/CD

**MACWAREHOUSE [MW]**

\* Macintosh hardware, software and equipment.

VI/MC/COD US/CD/JP/OT

**MARYMAC INDUSTRIES [MM]**

Official Radio Shack dealer.

VI/MC/AM/DIS/CSH US/CD/JP

**MAX ULE DISCOUNT BROKERAGE**

**[TKR]**

Brokerage and financial information retrieval.

CSH US/JP/OT

**MCGRAW-HILL BOOK CO. [MH]**

\* Business, finance and computer books.

VI/MC US/CD/JP

**MENTOR TECHNOLOGIES [MN]**

Authorized CompuServe training.

VI/MC US

**MICROWAREHOUSE [MCW]**

\* Hardware, software and equipment for PCs.

VI/MC/COD US/CD/JP/OT

**MILTROBE ELECTRONICS [MI]**

\* Consumer electronics, tools, gifts.

VI/MC/CSH US/CD

**MONEY'S FINANCIAL MARKET**

**[MFM]**

Personal finance tools from Money.

VI/MC/AM US

**MUSEUM OF FINE ARTS,**

**BOSTON [FA]**

Gifts and classic reproductions.

VI/MC/AM US/CD/JP/OT

**MUSIC ALLEY ONLINE [MAO]**

Mixers, synthesizers, keyboards, etc.

VI/MC/COD US/CD

## N

**NEWSNET [NN]**

Specialized business news database service.

NA US/CD

**NISSAN MOTOR CORP. IN THE USA [NI]**

Nissan cars, trucks, accessories.

VI/MC US

## O

**OFFICIAL AIRLINE GUIDES [OA]**

\* Information on online services; air and hotel guides.

VI/MC US/CD

**ONLINE STORE [OS]**

Computer accessories, hardware.

VI/MC/AM/DI US

## P

**PAUL FREDRICK SHIRTS CO. [PFS]**

Classic shirts from the tailor to you.

VI/MC/AM/DI US

**PC/COMPUTING [PCC]**

\* Save 58 percent and receive free gift.

VI/MC/DB US/CD

**PC MAGAZINE [PM]**

\* Save 54 percent and receive free gift.

VI/MC/DB US/CD

**PENNY WISE OFFICE PRODUCTS [PW]**

\* Full range of brand-name office products.

VI/MC/AM/COD/DB/CSH US

**PEPPERIDGE FARM [PF]**

Gourmet cookies, candies, gifts, etc.

VI/MC/AM/DI/DIS US

**PRICE MOTORCARS [PRC]**Auto accessories and gifts of distinction.  
VI/MC/AM/DIS US/CD/JP**PUBLISHERS CLEARING HOUSE [PUB]**Magazine subscriptions at low prices.  
VI/AM US**PUSH PEDAL PULL FITNESS [PPP]**Professional home exercise equipment.  
VI/MC/AM/DIS US**R****RADIO DOCTORS [RD]**Music on CD and cassette.  
VI/MC/AM/DIS US**RECORD AND TAPE CLUB [RT]**Record and tape ordering club.  
DB US**RENT MOTHER NATURE [RM]**Nature's gifts, leasing programs, etc.  
VI/MC/AM US/OT**S****SAFEWARE COMPUTER INSURANCE [SAF]**High-tech equipment insurance.  
VI/MC US/CD/JP/OT**SEARS [SEARS]**Electronics, home-office supplies, Nintendo and videos.  
DIS/CSH US**SECURITY PACIFIC [SEC]**Online low-interest credit application.  
US**SHARON LUGGAGE AND GIFTS [SL]**Luggage, fine leather goods and unique gifts.  
VI/MC/AM US/CD/JP/OT**SHOPPERS ADVANTAGE CLUB [SAC]**Discount shopping club.  
VI/MC US**SMALL COMPUTER BOOK CLUB [BK]**Quality computer books.  
DB US/CD**SOFTWARE DISOUNTERS OF AMERICA [SDA]**Software for a wide range of computers.  
VI/MC US/CD/JP/OT**SOME THINGS SPECIAL UNIQUE BOUTIQUE [SP]**Unique gifts and computing accessories.  
VI/MC/AM/DIS US/CD**SPRINGER-VERLAG [SV]**An array of computing and programming books. New! GO SV for details.  
VI/MC/AM/DIS US/CD**SPORT SOURCE, THE [SS]**Sporting goods, apparel, accessories.  
VI/MC US/CD/JP/OT**SQUISHY WISHY ZOO [SW]**Lovable, huggable stuffed animals.  
New! GO SW for details.  
VI/MC US/CD/JP/OT**STARNET'S CATCH OF THE DAY [NET]**Fresh Gulf and Caribbean Seafood.  
New! GO NET for details.  
VI/MC US/CD/JP/OT**STATIONERY CENTER, THE [SC]**Office supplies, furniture, etc.  
VI/MC/AM/DIS/COD US/CD/JP**T****TALL TAILS [TT]**Supplies and gifts for your pet.  
VI/MC/COD US/CD/JP/OT**TIME-LIFE BOOKS, MUSIC AND VIDEOS [TL]**Books, music and video series.  
VI/MC/AM US**TRW CREDENTIALS [CRE]**Know the details of your credit status.  
VI/MC/AM US**TSR GAMES SHOPPE [TSR]**Adventure, fantasy games and accessories.  
VI/MC US/CD/JP/OT**U****USA TODAY [UT]**Subscribe to the nation's newspaper.  
VI/MC/AM US**UNIVERSITY OF PHOENIX [UOP]**

Business Degree program online.

**W****WALDEN COMPUTER BOOKS [WB]**Computer books and accessories.  
VI/MC/AM US/CD/JP/OT**WALTER KNOLL FLORIST [WK]**Plants, flowers and gifts via FTD.  
VI/MC/AM/DI/DIS/DB US/CD/JP/OT**WILLIAMS & EEDEN GARDEN CENTER [WE]**Flowers, plants and garden tools.  
VI/MC US/CD**WORDSWORTH BOOKS [WO]**Books, new titles, catalogs.  
VI/MC/AM/DIS US/CD/JP/OT**Y****YES! BOOKS AND VIDEOS [YB]**A unique collection of books and videos.  
VI/MC/AM US/CD/JP/OT**Merchants by Department****APPAREL/ACCESSORIES**

AC Americana Clothing †  
 AO Artwear/Outwest ■ \*  
 AU Austad's Golf Shop ■ \*  
 BR Brooks Brothers ■ \*  
 CLC Camelot London Collection Lingerie  
 JCP JCPenney ■ \*  
 PFS Paul Fredrick Shirts Co.  
 SL Sharon Luggage and Gifts ■ \*  
 SS The Sport Source ■ \*

**ARTS/MUSIC/VIDEO**

CD CD Club \*  
 CM Classical Music Club  
 DMS Discount Music Supply ■ \*  
 LE The Laser's Edge  
 MAO Music Alley Online  
 FA Museum of Fine Arts, Boston ■ \*  
 RD Radio Doctors ■ \*  
 RT Record and Tape Club \*

**SEARS**Sears ■ \* •  
TL Time-Life Books, Music and Videos  
YB YES! Books and Videos ■ \***AUTO**

AL Alamo Rent A Car  
 AI Automobile Information Center  
 AQ Autoquot-R  
 BU Buick Magazine ■  
 CI CIGNA Insurance  
 FORD Ford Motor Co. ■  
 NI Nissan Motor Corp. in the USA ■ \*  
 PRC Price Motorcars

**BOOKS/PERIODICALS**

BB Brady Books  
 CS Computer Shopper  
 CK Create-A-Book  
 DJ Dow Jones & Co.  
 MH McGraw-Hill Book Co. ■ \*  
 MC MacUser  
 MFM Money's Financial Market  
 PCC PC/Computing  
 PM PC Magazine  
 PUB Publishers Clearing House  
 K Small Computer Book Club

**SDA**Springer-Verlag ■ \* †  
TL Time-Life Books, Music and Videos**UT**

USA Today

**WB**

WaldenCOMPUTERbooks

**WO**

Wordsworth ■ \*

**BUSINESS/FINANCE**

ATT AT&T Home-Office Resources Online  
 ATT AT&T Toll-Free 800 Directory  
 CF CheckFree Corp.  
 DR Dreyfus Corp.  
 DJ Dow Jones & Co.  
 INC A Guide to Incorporating  
 HRB H&R Block  
 TKR Max Ule Discount Brokerage  
 MFM Money's Financial Market  
 NN NewsNet  
 SEC Security Pacific †  
 CRE TRW Credentials  
 UOP University of Phoenix

**CLUBS/MEMBERSHIPS**

CM Classical Music Club \*  
 CD CD Club \*  
 RT Record and Tape Club \*  
 SAC Shoppers Advantage Club \*

**BOOKS/PERIODICALS**

BDA CDA Computer Sales ■ \*  
 ORD CompuServe Store  
 CE Computer Express \*  
 CS Computer Shopper  
 DM Direct Micro \*  
 HTH The Heath Company ■ \*  
 MF MacFriends ■ \*  
 MC MacUser  
 MW MacWarehouse ■ \*  
 MM Marymac Industries  
 MCW MicroWarehouse ■ \*  
 OS Online Store  
 PCC PC/Computing  
 PM PC Magazine  
 SAF Safeware Computer Insurance ■

**SDA**

Software Discounters of America

**SP**

Some Things Special ■ \*

**SV**

Unique Boutique ■ \* †

**WB**

Springer-Verlag ■ \* †

**SDA**

WaldenCOMPUTERbooks ■ \*

**GIFTS/FLOWERS/GOURMET FOODS**

AK Alaska General Store ■ \*  
 ATT AT&T Toll-Free 800 Directory  
 BH Breton Harbor Basket Co. †  
 CC The Chef's Catalog ■ \*  
 CLC Camelot London Collection Lingerie  
 COF Coffee Anyone? ???  
 CK Create-A-Book  
 FFS Florida Fruit Shippers ■  
 FS Flower Stop ■  
 FO Food America †  
 GIM Gimme Jimmy's Cookies  
 GC Godiva Chocolatier ■ \*  
 HS Hammacher Schlemmer ■ \*  
 HL The Healthy Living Store  
 HH Helen Hutchleys La Dolceria ■ \*  
 FA Museum of Fine Arts, Boston ■ \*  
 PF Pepperidge Farm ■ \*  
 RM Rent Mother Nature ■ \*  
 SL Sharon Luggage and Gifts ■ \*

**SP**

Some Things Special ■ \*

**NET**

Starnet's Catch of the Day

**SW**

Squishy Wishy Zoo †

**WK**

Walter Knoll Florist

**WE**

Williams &amp; Eeden

**GARDEN CENTER**

Garden Center ■ \*

**HEALTH/BEAUTY**

BH Breton Harbor Basket Co. †  
 CL Contact Lens Supply  
 RX Court Pharmacy  
 CR Crabtree & Evelyn ■ \*  
 HL The Healthy Living Store ■ \*  
 PPP Push Pedal Pull Fitness ■ \*

**HOBBIES/TOYS/PETS**

Hobby Center Toys

**SEARS**

Sears ■ \* •

**SW**

Squishy Wishy Zoo †

**TT**

Tall Tails

**TSR**

TSR Games Shoppe ■ \*

**WE**

Williams &amp; Eeden

**GARDEN CENTER**

Garden Center ■ \*

**INFORMATION/SERVICES**

ATT AT&T Home-Office Resources Online  
 ATT AT&T Toll-Free 800 Directory  
 CI CIGNA Insurance  
 ORD CompuServe Store  
 MN Mentor Technologies  
 SAF Safeware Computer Insurance ■  
 SEC Security Pacific †  
 CRE TRW Credentials  
 UOP University of Phoenix

**MERCHANDISE/ELECTRONICS**

BR Brooks Brothers ■ \*  
 CC The Chef's Catalog ■ \*  
 ORD CompuServe Store  
 RX Court Pharmacy  
 HS Hammacher Schlemmer ■ \*  
 HTH The Heath Company ■ \*  
 JCP JCPenney ■ \*  
 MI Miltrobe Electronics ■ \*  
 SEARS Sears ■ \* •  
 SAC Shoppers Advantage Club

**OFFICE SUPPLIES**

DM Direct Micro ■ \*  
 EX Executive Stamper ■ \*  
 PW Penny Wise Office Products  
 SEARS Sears ■ \* •  
 SC The Stationery Center ■ \*

**SPORTS/LEISURE**

AU Austad's Golf Shop ■ \*  
 HS Hammacher Schlemmer ■ \*  
 PPP Push Pedal Pull Fitness ■ \*  
 SS The Sport Source ■ \*

**TRAVEL/VACATIONS**

AF Air France ■  
 ATT AT&T Toll-Free 800 Directory  
 FI France Info USA  
 OA Official Airline Guides ■ \*  
 SL Sharon Luggage and Gifts ■ \*

# Season's Savings

## Free Connect time Mall-wide for the month of December

As though there weren't enough reasons to do your Christmas shopping in The Electronic Mall, now there's one more. Free connect time for the entire Mall during the month of December. And that includes the Shoppers Advantage Club.

So take your time shopping this season. (Santa's helpers ask us to remind shoppers that applicable communications surcharges still apply.)

### Free Non-Stick Stir Fry Pan with Purchase of \$99 or More.

The Chef's Catalog has a holiday "thank you" for all shoppers who make a purchase of \$99 or more by Dec. 31, 1990. It is a free 10 5/8-inch Stir Fry Pan, featuring the thickest, slickest non-stick surface ever for healthy cooking. The pan—a \$20 value—will be shipped automatically to all who qualify.

From The Chef's Catalog. GO CC

### Cookie and Bear Offer at Gimme Jimmy's Cookies.

Order any regular tin of gourmet cookies at Gimme Jimmy's Cookies this holiday season and Chip, Gimme Jimmy's festively festooned teddy bear, is yours at half price—only \$7.50! Select from an array of scrumptious flavors. Regular tin of 30 cookies (\$16). Large tin of 50 cookies (\$21).

From Gimme Jimmy's Cookies. GO GIM

Order regular delivery by Dec. 15.

Order overnight by Dec. 20: (E)

### Customized Holiday Books for Children.

Imagine your child's delight at discovering he or she is the star in the book they are reading! That's what happens with books from Create-A-Book. Each book incorporates your child's name and other personal details, such as hometown, age and favorite friends into the story. *My Christmas Wish* and *The Magic Dreidel* are recommended for the holidays. Free gift wrap. Order three or more books and second-day air service is free.

From Create-a-Book. GO CK

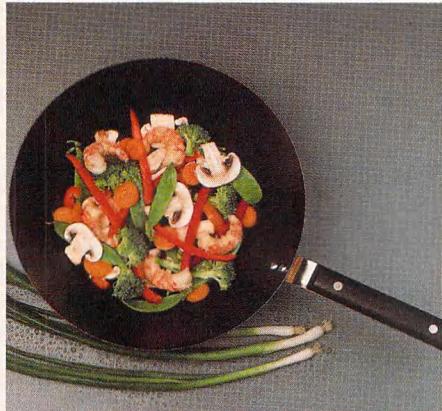
\$14.95 each.

Order by Dec. 17. Order for second-day air by Dec. 20: (E)

### 1991 Buick Park Avenue and Park Avenue Ultra.

Discover the all-new 1991 Buick Park Avenue Ultra. Rich and elegant in line, graceful in execution, strong and powerful in motion and completely comfortable throughout. Browse Buick connect-free every day, every week. Free color brochures, too.

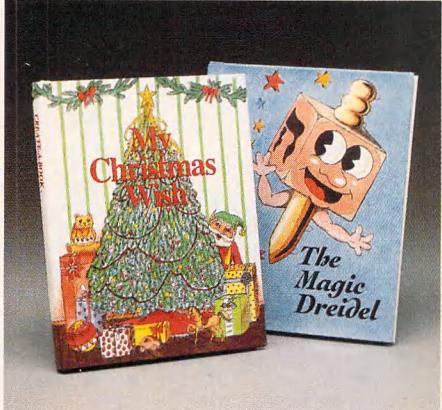
From Buick Magazine. GO BU



Free gift from The Chef's Catalog. GO CC



Gimme Jimmy's cookies and bear. GO GIM



Customized holiday books. GO CK



1991 Buick Park Avenue Ultra. GO BU



# UPDATE



## Help for the Harried Gift-Giver

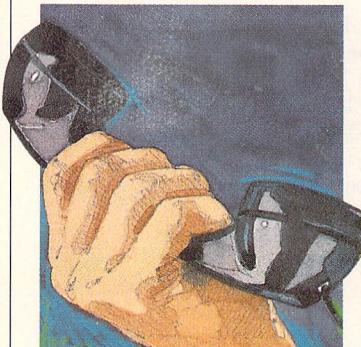
Many Electronic Mall merchants offer rush one- and two-day delivery for an additional charge, including The Chef's Catalog (GO CC), Hammacher Schlemmer (GO HS) and The Flower Stop (GO FS). For a complete listing of stores offering express delivery service during the holidays, GO HOL and select "Holiday Shipping and Delivery Guide."

**Shop The Electronic Mall** connect-free every day in November and December, 24 hours a day. The Mall puts over 100 stores and a wide array of products, services and information at your fingertips. Visit leading retailers such as Sears (GO SEARS), JCPenney (GO JCP) and Brooks Brothers (GO BR), or shop any of the varied specialty stores, including Camelot London Lingerie Collection (GO CLC) and The Squishy Wishy Zoo (GO SW). For holiday shopping convenience, consult the Gift Guide in Holiday Bazaar '90 (GO HOL). The free connect also applies to Shopper's Advantage Club (GO SAC).

**Members can now access CompuServe via an 800 number** anywhere in the US and its territories.

The 800 Direct Dial Access can save members the expense of long-distance or alternate network charges, and provide the reliability of using CompuServe's network when a local number is not available. Access is available for baud rates up to 2400 by dialing 1-800-848-4480. For a complete list of applicable rates, GO RATES.

**Find the perfect book to give for the holidays** using Books in Print and Book Review Digest. Books in Print (GO BIP) allows you to search more than 1.5 million titles from nearly 22,000 publishers, and Book Review Digest (GO BRD) lets you find excerpts of reviews for many of these books. In December, the \$2 search charge is waived for these two databases. The \$2 charge to review individual entries remains in effect.



## Old Acquaintance Been Forgot?

Tracking down old friends for your holiday greetings? Use the new Phone\*File, an electronic telephone directory, free of the \$15 per hour surcharge from Nov. 29 through Dec. 9. Phone\*File contains the name, address and phone number for more than 80 million US households. GO PHONEFILE

**Microsoft Corporation has added the Operating Systems and Development Forum** to the Microsoft Connection forums. The new forum is dedicated to the discussion of Microsoft operating systems including MS-DOS, OS/2, Presentation Manager, SQL Server, MSNet and LAN Manager, and issues on programming and development in the Windows environment. GO MSOPSY

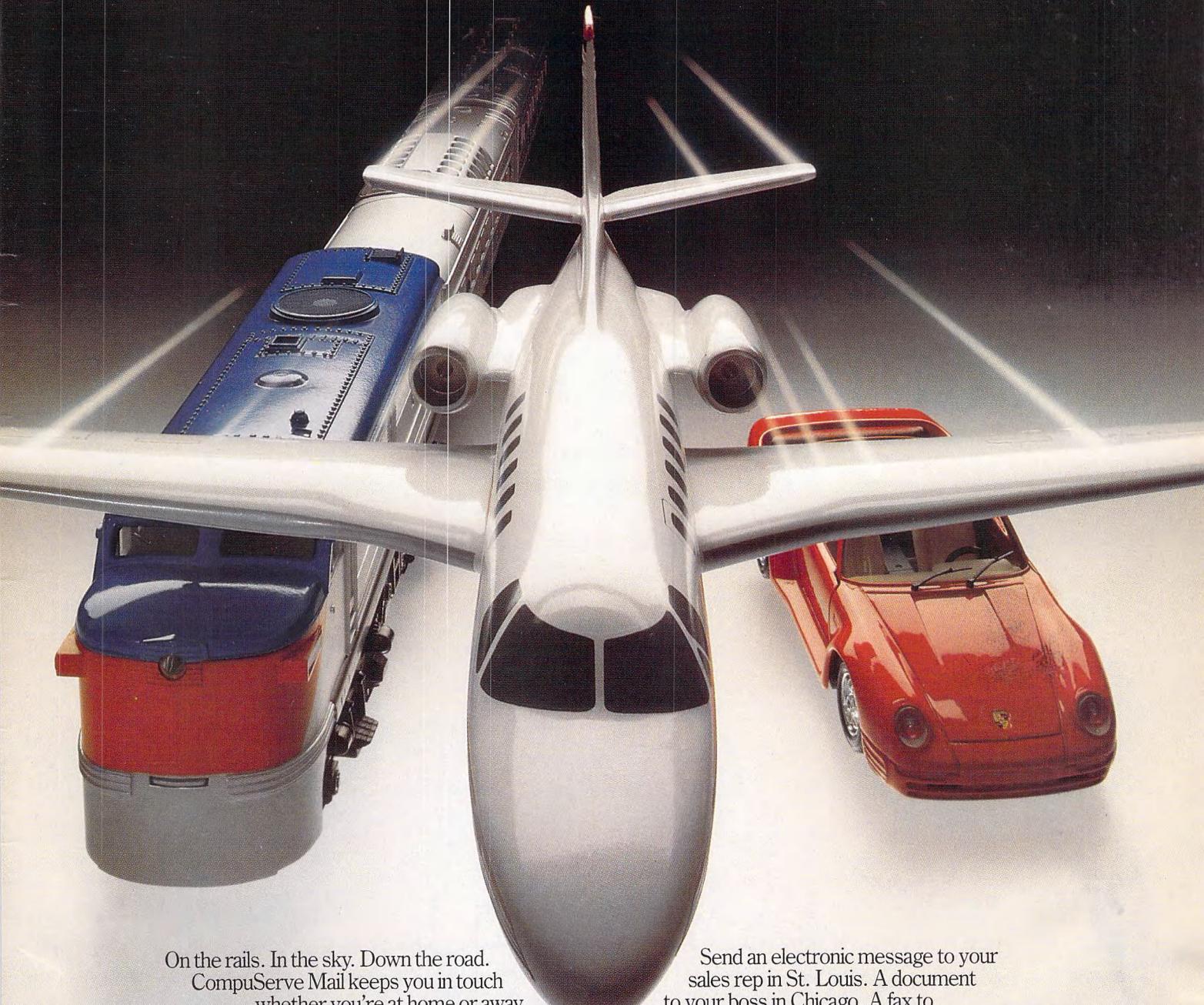
**BASIS International now has a CompuServe forum.** Dedicated to providing quality support for BASIS-authored and distributed products, the forum includes sections for support of the BBxProgression software for the DOS, Unix and Xenix platforms. Also included are sections for various BBx-related applications, communications products and BBx utilities. GO BASIS

**News from and about the Soviet Union is now available in NewsGrid.** TASS, the official Russian news agency, has five to 10 top stories appearing each day in NewsGrid. Topics range from political and economic news to events in Eastern European countries. Use search key words such as SOVIET, USSR or TASS to find the stories. GO NEWSGRID

**NEXT MONTH** • **Get Wellness Soon: A Healthy Dose of Information** • **Ten Years of MAUG: Bushels of Apple Users** • **Mutual Attraction: Finding the Fund for You** • **Voodoo Vacation: Going to Togo** • **Online 2000: Coming Soon in Communications**

# Trains, Planes & Automobiles

## CompuServe Mail travels with you.



On the rails. In the sky. Down the road. CompuServe Mail keeps you in touch whether you're at home or away. It doesn't matter where you or the people you're trying to reach are, you can communicate through CompuServe Mail. So whether you're in a hotel room in Los Angeles or an airport in New York, you can access CompuServe Mail through your computer and send or receive communications anywhere in the world.

Send an electronic message to your sales rep in St. Louis. A document to your boss in Chicago. A fax to your client in Tokyo. A telex to your office in Madrid. You can send them all at the same time through CompuServe Mail. The electronic mail service that goes wherever you do. To access CompuServe Mail just type GO MAIL at any ! prompt.

**CompuServe®**

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Compatible with IBM and COMPAQ, this versatile portable displays rich, high resolution graphics, is 286/AT compatible with 386 upgrade option and memory expandable to 12 MB.

**\$995\***



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**\$395\*** and use, plus great expandability built-in.

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Flexible call processing, automated attendant,

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*Single-Line System*

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2400 Baud Hayes compat. modem with Group III Send fax — all on a half-card. Compare at \$150! We stock a wide selection of fax, modem and fax/modem combinations.

**Now Only**

**\$69**

### 386/20 40 MB HARD DRIVE

**Starting At**

**\$969**

Bare bones, but super specifications. 386 Running at 20 MHz with 40 MB hard drive. Add your choice of optional monitors and floppy drives.

**PRESS 1 AT VOICE PROMPT**

**PRESS 2 AT VOICE PROMPT**

### 3-WAY/SINGLE-LINE SWITCH

**\$99**

Fax, modem, voice/mail, or answering machine — or any combination on your single phone line. Fully user programmable.

*Was \$199*

### ADD A PC WORKSTATION

**\$299**

PC on a slave card, 30' cable, *Limited Quantity* plus a box to plug-in your own monitor and keyboard (add \$100 if we supply.)

**PRESS 3 AT VOICE PROMPT**

**PRESS 4 AT VOICE PROMPT**

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# 805/650-0188

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